

The way to take your life in the only direction
that counts... **YOURS!**



SHAMELESS

A Business Coach's
Guide to Succe\$\$\$

“To inspire and empower people to live in their
higher self for the betterment of the world.”

– Michael Fletcher

Dedication

This book is dedicated to my loving wife Dawn, my daughter Liz, and my parents, Red and Jinet for supporting me when I did not believe in myself. Thank you.

Special thanks to our entire team at Newworld Coaching for all their support and hard work.

A HUGE thank you goes to all the people who have read my other books, heard our CDs, and have attended our trainings. Without you, I could not live my passion.

Love
Michael

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"We make a living by what we get,
we make a life by what we give."
-Winston Churchill

Meet the Author

Michael Fletcher has been able to survive the ups and downs of the business world for over 25 years now. He started out like most of us, not knowing what to do, or how to do it.

Michael attended U of HK (university of hard knocks). He has owned over half a dozen different businesses. Some were quite profitable and one led him to bankruptcy. He then built the largest Massage Therapy Company in Canada in 2 ½ years and retired several months before he was 40.

Michael has worked with over 600 different companies. The sizes of these companies range from start up operations to multi million dollar organizations. He specializes in helping struggling businesses thrive again.

After becoming a Business Coach, Michael knew he had found his true calling in life. If you were to ask him how he would spend his LAST 24 hours on this planet, he would reply “I would spend the entire day teaching all of my current and former clients, associates and family members. At the end of day we would all enjoy a good meal, and then retire to a bonfire to have a final drink with the group.” Michael truly lives his passion!

Your limitations are not imposed on you. They are accepted by you. We are not limited to the life we now live. It has been accepted by us as the best we can do at this time. Any time we're ready to go beyond the limitations currently in our life, we're capable of doing that by choosing different thoughts. - Ralph Marston

Introduction:

Since I am unable to personally help each and every business owner, this book can guide you through the steps on your road to success. This program is designed to take approximately one year to complete. By using these tools you will be able to open multiple locations (if that is your desire), and you will be able to double your business income without the long hours of work you are currently encountering. Upon completion, you will have the necessary knowledge to create a 'money machine' that will give you the life you desire.

It does not matter where on your business path you presently are. The information contained in this book will help create excitement in your organization. It will change your marketing direction and guide you to turn your existing company into a sellable product. Having an 'exit strategy' is a necessary element of any business's growth.

I wouldn't expect anyone to implement all the strategies presented here. Execute the ideas that you feel will work for you. The key is to endeavor to succeed. When you reach the end of this book, I suggest you reread it. Then reconsider the methods that you did not attempt. Perhaps your views will have changed.

*To will is to select a goal, determine a course of action that will bring one to that goal, and then hold to that action till the goal is reached. The key is action. - **Michael Hanson***

How can you tell if these strategies worked well or not? Simply track your results. I am a huge fan of strategic marketing...NOT advertising. What you are about to learn, will enable you to systemize your marketing, and do it effectively.

Let me make the definition of 2 words, in the marketing sense, perfectly clear...

A **customer** is a person that uses your services once. You do not know them personally. You appreciate their custom, but the relationship ends there.

A **client** is a person you know by name. They know how much you value their business. They are loyal 'regulars' and promote you frequently.

Far too many honest, hardworking entrepreneurs offer gold medal quality and service, yet struggle to pay their bills and stay in business. The component that is usually missing is an aggressive marketing strategy to their target audience. Old fashioned thinking habits stir them towards print advertising which contains little or no 'call to action'. In my humble opinion and based on years of research and experience, this just does NOT work!

We believe in marketing aggressively with little or no cost. Your marketing strategies should be exciting, enticing and enjoyable. I am going to show you what really works. These are proven methods that I have personally used and taught for many years. Let's get started...

8 secrets for growing a successful business

Familiarity - Right from the very beginning, learn your client's names. Everyone loves to be remembered. It shows that you respect and appreciate their business.

Confidence - When you show confidence in yourself and your product or service, your clients will do the same.

Patience - This takes an investment of time and effort, but it will make your client feel important and encourage loyalty.

Follow up - Marketing that continues after the sale. This is where relationships are born and the real loyalty comes from.

Availability - Make it easy for your clients to buy from you and get a hold of you.

Variety - Choose several marketing ideas that best suit your business and your goals.

Prioritization – Strategically choose the order in which you implement your ideas.

Preservation - Implement proper systems for care and maintenance of your marketing ideas.

A forward thinking company thrives on research.

Please visit

www.newworldcoaching.com

Fill out the Research Promotion and receive a FREE gift!

1 “Shameless”-Promotions

PT Barnum was The Prince of Promotions.

He said “without promotion something terrible happens ...NOTHING”

PT Barnum’s sideshow & midway attractions enticed the public & focused attention to his main attractions. His promotions were infamous. Tom Thumb, the bearded lady, the 2 headed animals etc, all were meant to lure you into the Big Top!

Promotions are used to: improve your business, sell more of your product, bring your ideas to a wider audience, advance your career, and fulfill the needs and wants of your clients.

Naming Your Business “Word of mouth marketing at its best” This is very important because it is your brand identity. It announces who you are, and what you stand for. It can add to your success or contribute to your failure. It can lump you with the competition, or raise you above them all. A good Company Name possesses these qualities:

- Easy to market
- Simple to spell and pronounce
- Effortless to remember
- Provides a clear understanding of what you do
- Conveys your competitive edge
- Stirs client interest
- Represents what you represent
- Doesn’t confuse you with a similar business
- Sells itself with no explanation
- Has a positive ring to it
- Doesn’t limit you to your geographical location
- Attracts the types of clients that you want

- Doesn't limit the expansion of the business
- Not "trendy" (trends fade and so will you)

3 Excellent Company Names-

#1-"Pain in the Glass"-mobile windshield repair

#2-"Beleaves"-artificial plant shop

#3-"Got it Maid"-maid service

Defining Your Niche Market

The word 'Niche', by definition, means "a specialized but profitable corner of the market". When you dominate your niche market you can charge more for your services.

There are 3 factors to keep in mind to lead your niche market.

Your target audience

Your competition

Your product or service

Here is a true example of a full service gas station. Which company do you think dominated the market?

Target audience: anyone who drives a motorized vehicle.

Competition: every other gas bar in and around the area.

Product or service: offering to pump fuel for motorized vehicles

Company A- Staff strolls to the pump, takes the fuel request, starts to fill the auto with fuel and has light conversation about the weather.

Company B- Staff runs to the pump, takes the fuel request, starts filling the auto with fuel, checks the oil and cleans the windshield.

Company C- Staff runs to the pumps, takes the fuel request, starts filling the auto with fuel, checks the oil, asks the client to step out of the vehicle, cleans the windshield inside and out, gives the interior a quick vacuum. The client is given a FREE newspaper and cup of coffee.

Obviously Company C has cornered this market and is able to charge more for their gasoline based on their extremely high client care. In reality, this company served 8 times more clientele during the course of this survey and had the lowest rate of employee turn around due to the ability to offer a higher wage package than the competition.

Vision & Mission Statements

The vision and mission statements are the touchstone for everything you undertake, from strategic planning, marketing, and management and to recruitment, hiring and performance evaluations. These two statements are important, tangible guides for the future of your business. Once the vision and mission are written and digested, the rest of your business activities, including the management and marketing of your company, will have direction.

- It cements your relationship with you and your potential client
- They know where you are coming from & where you are going
- **Companies who have vision and mission statements have reported an increase in business since they put them on paper.**
- Brings stability during times of growth and unrest.
- Put it on everything-stationary/business cards/all marketing materials/newsletter heading
- Train your staff to know these statements by

heart.

Vision Statement

This is the big picture. The word vision means the conception of an image. In a vision statement you say where it is you want to go.

Here is Newworld Coaching's Vision Statement:

"To inspire and empower people to live in their higher self for the betterment of the world."

Mission Statement

The Mission Statement flows directly from the vision statement. It is the implementation of the vision and it outlines what must happen to realize the vision. It's a "how we will get there" guide that contains action words and adjectives that modify them.

Here is Newworld Coaching's Mission Statement:

"We strive to become the #1 Coaching Company by providing encouragement and education combined with the necessary tools to help our clients improve their business and personal lives, whereby realizing their full potential."

Logo

Logos are our culture's hieroglyphs. Since the beginning of time, humans have relied upon symbols to communicate stories and ideas. A picture is worth a thousand words and visual icons or symbols have become necessary in business.

An effective logo is a unique symbol or design that represents your company. Some other characteristics of a superior logo are as follows:

- Promotes brand and name recognition
- Builds mental imaging
- Reinforces marketing
- Reminds people who you are with NO effort
- Captures attention quickly

Use your logo on all of your marketing materials such as signs, displays, automobiles, clothing etc. If your logo is a symbol, it should also include your company name. When choosing a logo, you should have a professional graphic designer create 3 different concepts for you. Don't choose the first one you see.

Take this decision very seriously because it can be counterproductive to change or alter your logo once you have unveiled it.

Unique Selling Proposition (USP)

The **Unique Selling Proposition** is a marketing concept that originated in the 1940s. It's first use was in a proposed theory that attempted to explain why certain advertising campaigns were more successful than others.

Newworld Coaching's USP: *Coaching designed with YOUR GOAL\$ in mind*

Your USP is your slogan and it should answer 3 specific questions:

1. What do you have to offer?
2. What makes you unique?
3. Why should anyone choose to do business with you?

A USP should be 7 words or less to be highly effective, although with everything, there are exceptions to this rule. Here are some extremely successful examples:

Wonder Bread- *"It helps build strong bones 12 ways"*

FedEx- *"when it absolutely has to be there, overnight"*

Since your USP is a written equivalent of what you stand for you should print it wherever possible. Try placing it on your stationary, business cards, or newsletter heading. It will convey the message to people that you understand their needs and you are prepared to fulfill them.

30 Second Verbal Commercial

The concept behind using a 30 Second Verbal Commercial is simple. When someone asks what you do, you can explain it to them using a brief and thought provoking approach. Start by mentioning a problem that your ideal client would encounter. Then go on to explain how you solve that problem in a unique manner. End your 30 Second Verbal Commercial with a call to action.

In our Massage Company we practiced several 30 Second Verbal Commercials, and used them for different situations. I would do mine while riding the elevators in the office towers in downtown Calgary, Alberta. I would wait until everyone had stepped into the elevator and then I would get in just as the doors were about to close. When the elevator started to move I would turn and face the crowd and say...

“You know how when you wake up in the morning and your muscles are stiff and sore?” The crowd would nod or say yes. *“Well, what I do is...I come into your business with our customized massage chairs and our highly trained massage therapists to give you a 15 minute massage, and then bill your employer for our services! If this is of interest to you, please give me your business card and I will call next week to arrange a meeting.”*

To create your very own 30 Second Verbal Commercial, follow these simple steps. First answer these questions:

1. What do you do?
2. What problem(s) do you solve for people?
3. How do people benefit from your product or service?
4. What is unique about you, or the way you do what you do?
5. Who would be your ideal client or referral?

Next, create your own personalized 30 Second Verbal Commercial by starting with an enrolling question that your ideal client would relate to.

*“**You know how...** how when you wake up in the morning and your muscles are stiff and sore?”*

Note: at this point the person you are speaking to usually nods their head or says yes. Now, you have their interest in your product or service.

Follow by describing how you solve the problem in a way that is appealing and promotes your uniqueness.

“What I do is ...I come into your business with our customized massage chairs and our highly trained massage therapists to give you a 15 minute massage, and then bill your employer for our services!”

End by using a call to action.

“If this is of interest to you, please give me your business card and I will call next week to arrange a meeting.”

By creating a 30 Second Verbal Commercial and committing it to memory, you will ensure that you are never at a loss for words when someone asks you the all important question...“What do you do?”

Business Cards

A Business Card is a direct marketing vehicle whereby you are essentially putting your future in the palm of someone’s hand. It is a visual representation of you! It allows you to be present and accounted for, for as long as the card is in circulation.

Since a business card says WHO you are, and HOW you conduct your business, it represents a person to person sales call that is designed to put the wheels in motion and you should use it carefully as a lead generator and a marketing tool. Be creative when designing your card. Make it stand out by using colour or Mylar stock. It can be oversized, or cut in a shape that represents your services. It could be a fold over or subtly scented. You could have a picture, or a caricature of yourself on it.

Years ago, in our landscaping company, we used round, red business cards. Newworld Coaching business cards have a rounded edge also, and are printed on thicker cardstock. Using these techniques to make your card different from the norm will help you to stand out and be memorable.

Here are some important **Don'ts** when using and designing your business cards:

- DON'T-cross out changes & write on it by hand!
- DON'T-put a sticker over outdated information- THIS IS YOUR IMAGE WE ARE TALKING ABOUT!
- DON'T use neon cardstock because it is too hard to read
- DON'T use all capital letters
- DON'T use too many type faces
- DON'T use fancy fonts
- DON'T interpret other languages yourself. If you cards need be translated, use a professional!

If you do any of the above examples, your business cards may be difficult to read and thereby give a negative impression of your company.

Written Brochures

A written brochure lends credibility to your company and gives your prospect a chance to investigate you and your services. It offers the opportunity to present reference materials, such as price lists, in a subtle and effective manor. In the many companies that I have owned, I have always preferred to design my own written brochures however; I would like to offer some advice should this be the course of action that you choose to take.

After you have designed your written material, email a copy to a stationary store similar to The UPS store or Staples. Have them print off a dozen or so and hand them out to your friends or associates that you trust to give you honest feedback. Having your examples printed on a \$60,000 printer verses your \$69.00 printer from your office will show a truer quality example of what you expect the finished product will look like.

When you feel that you have made the necessary changes and your written brochure is ready for distribution, then send it to a commercial printer and spend the extra money to have it printed professionally. By taking this all important first step, you lesson the risks of printing thousands of brochures and then wanting to change something soon after they are done.

Marketing tip: if someone asks you to send a brochure, ensure that you enclose a sales letter to go with it. This gives you a far better chance of selling that person your offering.

Here are some important Do's and Don'ts of written brochure creation:

- DO-use a headline, graphic or photo to draw attention
- DO-use bullet or point form information. Too many words make it difficult to get the message across
- DO-show that you understand the market and the potential client's needs. This creates a relationship with your audience!
- DO-include testimonials
- DO-include a call to action by asking for an appointment, referral or a request for more information
- DO-include all contact information
- DON'T highlight your features instead of your benefits

- DON'T use BIG words
- DON'T use industry BUZZ words or dated material

Remember that the more your name is seen & heard, the more people will remember you and your company!

Audio or Video Brochures

While written brochures *show* a purpose for using your company, audio or video brochures can *create* a purpose for using your company! An audio presentation is the next best thing to actually being there. These tools have a life of their own and are far more apt to be watched or listened to than written brochures are to be read. The pass along rate is extremely high, as it seems that the average person finds it more difficult to just throw them away.

Consider these important points when creating an audio or video brochure:

- Incorporate a direct sales pitch
- Include “live” client’s testimonials
- Length should be no longer than 6-8 min
- Use professionals, NOT home audio or video system. Contact a public relations firm to see who they use for their audio or video marketing kits (EMK-Electronic Marketing Kit)
- Retain the “Master” to copy as needed

By using this sort of an “in your face presentation” they will be able to hear or see you coming!

Banners & Signs

A well designed banner or sign is a cost effective way to get your message across. They are your silent sales staff. They can be used indoors or outdoors. Marketing your company

with banners or signs is most effective when you use a graphic artist to create them.

Here are some excellent examples for using this tool:

- Use your vehicle as a moving billboard by wrapping or using magnetic signs. Drive your point home!
- Bumper stickers
- Billboards & bus benches-check city signage ordinances
- Sandwich boards
- If your sign can be changed every day, then do so-use inspirational sayings
- Have your sign imitate your business-haircutting sign in the shape of scissors/pizza sign in the shape of pizza etc.
- Challenge your competition with your sign-“we fix \$5 haircuts!”

Banners and signs can be used at trade shows, seminars, sponsored events and anywhere else that you are present and permitted to hang a sign.

Presentation Visuals

Visual support devices give you more credibility by affecting the audience’s comprehensive abilities. People simply learn more. By using these aids, your audience is 45% more likely to be persuaded by your presentation! I have used a flip chart for many of my presentations and PowerPoint works well if you are showing a lot of data.

Here are some tips for designing effective presentation visuals:

- Design each visual to make one major point or theme. The central idea or concept should jump out

at the audience immediately, followed by bulleted information to support it.

- Keep it simple, neat and uncluttered. Make sure it isn't complex or busy. Spread your elements out and make everything as large as possible for quick, easy viewing.
- Limit the number of words and use large, bold letters. Use fewer than 45 words on each visual. A good guideline for text-based visuals is six to eight words per line and no more than five to seven lines per visual. Use only one font and use upper and lower case letters.
- Don't mix horizontal and vertical formats. Stick with one or the other. A horizontal format is preferable because it appears larger.
- Use colours sparingly. Although colour is effective for drawing attention to key points, don't overdo it. Never use more than three colors on one visual, and consider using the same three throughout your presentation for consistency.

Different sizes of audiences adapt better to different forms of presentation visuals. I frequently suggest using flip charts for small audiences and overhead transparencies for small to medium audiences. Medium to large audiences respond best to slides presentations. Multi media electric presentations work well for all sizes of audience. Be careful to practice and review quite a bit before your presentation to give it a polished feel.

Remember...visuals support you, not replace you!

Mailing Lists

Your current database is always your best market to draw or *farm* from. These people already know you and use your products or services. They are loyal to you.

In order to grow your current database, try the following ideas:

- Request the name & contact information of anyone that calls your business
- Put out a fishbowl for cards at your retail location or tradeshow.
- Offer a contest to get contact information
- Send a newsletter to your present database and ask for referrals (give a bonus for 5 names)
- Offer an exchange with a business that offers a compatible service.

These simple suggestions can help your list to grow tremendously. Remember to become familiar with your “regulars”. Ask when their birthdays and anniversaries are. Find out what type of home they live in or what hobbies they enjoy.

By becoming more familiar with your clients, you can target certain elements of your database for new services that you offer. Keep your list up to date and contact them often. You could even earn a *Passive Income* by renting your list

Using a Commercial list can also be an extremely profitable method for marketing your business. When you buy a commercial list, it is yours to keep and market to at will. When you rent a list you may only use it 1 time. Ensure that you follow this rule honestly as some brokers will “seed” their lists to ensure that they are not being abused. Any responses you

get while using a rented list become potential clients of yours and can be added to your database and contacted again.

Here are some things to keep in mind when buying or renting a commercial list:

- When was the list last used & cleaned?
- Ask the list broker to do a “merge & purge” if buying or renting multiple lists to avoid duplications
- A good list sells; therefore it is better to pay for a good list rather than an inexpensive one with no track record.
- Define & refine the market you are looking for
- Only rent or buy addresses that pertain to your needs

Whether you are marketing via email or direct mail, be sure to respect the people you are focusing on. If someone asks to be removed from the list then you must honour that request. To indiscriminately continue to market to people that have asked you to stop will only hurt your reputation and promote bad word of mouth.

Credit Card Sales/Debit Card Sales

I will not touch on this point for long as it is quite obvious. Acceptance of credit cards or debit cards turns a sale from “I don’t have enough money with me.” to “I’ll take it!” In short, it dramatically increases sales.

Flyers

Originally, promotional flyers were handbills that were dropped from airplanes during parades or other gatherings. They are a paper trail that leads to success! Clarity is the key to a successful flyer. Don’t overcomplicate the message.

Other important factors are as follows:

- Use pictures if possible
- Use bulleted information
- Give ALL of your contact information
- PROOFREAD!!!-people won't trust you if you misspell
- DON'T hide information in small type
- DON'T put too much information
- DON'T use multiple typefaces-2 is good(1 for 80% & 1 for 20%{larger type})
- DON'T use fancy fonts

When I owned the Massage Company, I approached several Pizza companies with our flyers. Each time they sold a pizza they would fold one of my half page flyers and insert it part way into the box. The flyers that I provided them had my logo and theirs printed on it so I could track which pizza company my new clients were coming from. At the end of each month I would write referral cheques to the pizza companies that I had gained business from. It was a win/win situation!

Bumper Stickers

These marketing devices have been in use since shortly after the invention of the vehicle. They are moving business cards.

A good bumper sticker will:

- Create an emotional response
- Be instantly understood and not require concentration
- Be memorable, even if it is controversial.

Make your bumper stickers unforgettable. They are like little campaign buttons with a message. Try offering an incentive to clients and associates in order for them to promote your business by placing your bumper stickers on their vehicles.

Calendars

Giving your clients a monthly calendar is a wonderful way to notify them about special events within your company. It informs them of upcoming events, seminars, guest appearances or any event that you have scheduled and you would like to promote.

Calendars give your company name recognition 365 days a year, and the average home has 5 of them!

Be creative. Buy calendar shells and do your own photos. You can include pictures of your clients (with their permission of course), or shots of anything that pertains to your product or service. If you do not want to invest the time of creating your own calendars, then order them from a reputable company that sells "Branded Merchandise". We use a wonderful company that is located in Clinton Ontario, but services all of Southern Ontario. Contact Ron Plasschaert from MP Russo for details. His phone number is 1-888-677-8776, or email him at ronp@mprusso.com. If you are really forward thinking, you will have already scheduled your special events for the upcoming year and they can be printed directly on your calendars.

Remember that if you are going to order calendars, you must do this in the autumn to ensure that they arrive and can be distributed to your clients in time.

Seal of Approval

Good Housekeeping was the first company to use a seal of approval. In today's market they still have a staff of 70 people that evaluate products and communicate their findings. A seal of approval is a simple way of informing the public that your company endorses a certain product or service. Put your seal of approval on all of the products you sell that you would deem

as extraordinary. As a Business Coaching Company, we have our seal of approval, and we distribute it among the clients that we wish to endorse as having met our high standards in business.

Testimonials

I am a firm believer in giving and asking for testimonials. Testimonials are a third party endorsement and can work wonders for your exposure. Several of our clients have increased their rankings in the internet search engines by providing us with a testimonial that we have posted on our website. Testimonials are free, easy to get and can be used on many of your promotional items. They are not just tied to your products and service, but also your abilities and character.

Whenever anyone says something complimentary about you or your business, ask their permission to print that comment. It is win/win because their name is being mentioned somewhere other than on their own materials and you are gaining credibility by someone else endorsing you. Collect the testimonials that you receive and organize them. Enter them on your website and create a book of them for your waiting room. Display your testimonials wherever your clients will see them.

When you give a testimonial ensure that you are sincere. Don't just recommend someone in hopes of having your name placed on their marketing materials. Give a testimonial only if it is from the heart. It can be very detrimental to your reputation if you are recommending someone who is not deserving of it. Testimonials are a form of support, so choose your words carefully and offer them to anyone who is deserving of them.

Marketing with Celebrities

Sometimes it really is “Who you know”. Using celebrity endorsements is a great way to get visibility and recognition for your marketing needs. People will stand in blinding rain & blizzards to see their favorites. Up and coming celebrities will often come for free. Contact the managers or agents of the celebrity to inquire about fees. If you can’t afford the fees, maybe you can solicit a sponsor to contribute the necessary funds...again this would be win/win.

Create or Sponsor an Award

Whether you create or sponsor an award is dependant on the amount of time and money that you would like to spend.

Creating an award generally involves quite a bit of your time and not as much money as sponsoring an award. When creating an award you should ensure that it is a high-quality award that the public will find worthy and interesting. You also need to contact all media (TV, newspaper & radio) and ask for an appearance to promote your award. Contact larger businesses in the community and enquire if they are interested in sponsoring your award.

Sponsoring an award is the next best thing to giving one. It takes relatively little time and usually a somewhat larger investment of money. Find an existing award, and offer to sponsor it. This is a wonderful way to contribute to the community. Contact the social page of your local newspaper, or visit your local Chamber of Commerce to investigate possible sponsorship opportunities.

Whether you create or sponsor an award, you will reap the exact same benefits, which include:

- Name brand recognition and emotional tie in to the cause
- Marketing on all promotional materials
- Networking opportunities
- Lead opportunities
- Glory, goodwill and increased self esteem through your contribution

Newworld Coaching has presented several different awards to service clubs and to the community which, in turn, gave us extra exposure in the media. By being involved this way you are ensuring that you have a “leg up” on the competition because you are involved and they are not.

Create or Sponsor a Contest

More than an award, a contest is a real “people-grabber”.

*“And the winner is...?” **YOU TOO!!***

The basic decision process as to whether you want to create or sponsor a contest is similar to that of an award. You must evaluate the time and cost you would like to invest. It is no different than any other marketing tool, as it must suit your needs, or it is not a productive means for investing your time or money.

If you are creating a contest you must be sure that it will reach your intended market. It may not need to be long and involved. If your goal is to basically increase your database, then a simple “mail in and win” contest can be sufficient. The prize could be something with your logo on it for continued marketing! If your intention is on a larger scale, then so must the promotion and marketing for the contest be.

If you don't want to create a contest, then sponsor one. A prize is not concerned with the person who gives it, only that it is won! Contact a business that compliments your own, and suggest that they create a contest for you to sponsor by donating the prize. It is a win/win situation! You could also contact an educational facility and offer to sponsor an essay contest of some sort. The possibilities are endless. Anyone with a business talent, product or concept can create or sponsor a contest. Either way, the benefits can include:

- Name recognition due to your information being displayed on all marketing materials
- Opportunities for lead generation and networking
- Chance to gain referrals
- Your involvement can include time /money /people/ support facilities/media buys/prizes etc.
- Wonderful vehicle for getting your name out there year after year

The success of your contest is directly dependant on the amount of attention it receives before, during and after. The media can play a large role in its success. Be sure to investigate the regulations in the area you are holding the contest. Some areas require a skill testing questions and other criteria. EVERYONE WANTS TO BE A WINNER, and a contest provides one!

Create or Sponsor an Event

No matter how large or small an event is, it is an excellent vehicle to get your name out in front of your public or prospective client over & over again. As with an award or a contest the differences between creating and sponsoring are the same for an event. An event can be a conference, seminar or gathering of some sort. The idea behind the event is to gain

recognition, not money. The proceeds are usually given to a worthy charity.

In Alberta, we created an I-dent-a-kid event with our Massage Company. This event cost very little to host and the media coverage was invaluable to us. We held the event at our clinic's location and we asked local professionals from complimentary companies to join us. We ended up having a dentist, optometrist, audiologist, chiropractor, speech therapist, and our massage therapists on hand along with the I-dent-a-kid staff. The fire and police stations brought their vehicles for the children's enjoyment and education and the media covered the entire occasion because it was a community event! It helped to promote public awareness and all of the businesses that were present benefited also. This certainly was a win/win situation for all.

Recently, Newworld Coaching was a sponsor for "The Amazing Pace" in Stratford, Ontario. This was an event held for the Lung Association whereby teams ran a race throughout the city and performed different stunts at certain checkpoints. Our duties included counting the donation money and driving around to distribute the meals to the other volunteers.

Our car boasts the Newworld Coaching logo as well as the clothing we were wearing. Our logo was also put on the hundreds of T-shirts that were created for the event! The cost to our company was \$100.00 and the investment was certainly worth it. Our logo will be affiliated with that event for years to come by way of the T-shirts and photos taken.

Remember what goes around, comes around

Donate Products or Services to Charity Events

We believe in donating to charity events because, again, we are displayed all the marketing materials and it is the right thing to do. At a recent charity golf tournament, we donated 144 coupons for FREE Business Coaching services for 1 month! (\$200 value). Every golfer received a bag of coupons and gift certificates. The cost to print 3 coupons on an 8.5 X 11 sheet of paper and print 48 pages was minimal, but again, we gained invaluable FREE press.

Some other benefits of donating products or services to charity events include:

- Name recognition
- Opportunity for networking
- Participants names for list building
- Excellent visibility
- Reputation enhancement
- Tax receipt-you are actually getting paid for your charity

If you are considering doing this sort of thing but wonder “what’s in it for me?”, then ask yourself what the cost usually is to your company to gain a new client. This is a far more cost effective way to promote your business. Check your newspaper for upcoming charity events and call to offer your product or service.

TRUST ME-donating your product or service is GOOD business!!

Proclamations & Celebrations

Declare your own day! We have listed “Coaching Day” in the *Chase’s Calendar of Events* book. There is no cost to have

your proclamation listed and this book publishes events and celebrations from all over the world. After you have registered your “day” tell everybody about it and notify the press when the day is approaching. Be sure to write a press release and be prepared to promote your day. You could contact schools, associations or other organizations and encourage them to adopt “your day”!

One of our client’s is the owner of a dress shop and has registered “Little Black Dress Day”. She plans to schedule interviews with local television stations to promote this day and bring awareness to the unique qualities of her particular business. This is a wonderful opportunity for some visible marketing. It promotes you as a leader in your field and gives you notoriety. You can proclaim your own day or capitalize on someone else’s by joining forces with a like minded business. Books such as these are used by media outlets in search of stories.

Present Seminars

When you present a seminar, you have the opportunity to “Share and Prosper”. It is a highly effective means of positioning yourself & your business in the marketplace. A seminar can show your expertise on certain subject matter while establishing you as a spokesperson in your field. It provides you with name recognition also. When I was at my peak in Alberta, Michael Fletcher was a household name to many.

After I moved to Ontario I had to reinvent myself and my company and start all over again. Presenting seminars proved a fruitful medium to do this.

Once you have booked a tutorial, you need to make your seminar a “killer talk”. You must provide high content with an abundance of information. Your style should incorporate your teaching skills along with nurturing attitudes and solving problems as well as giving answers. You should strive to offer added value to people’s lives along with providing benefits that improve current status. Any “timely” topic can be a good theme for a seminar. Other topics of interest for many people can include:

- How to make more money
- How to invest money
- How to get a better job
- How to have a better quality relationship
- How to feel better or move forward

A fruitful seminar will end with a good “hook”. That is to say that it should lead to a sale of some sort. This can be a book, or another seminar or a series of classes. I present seminars all over North America which deal with different business topics and self improvement ideas.

And example of this would be the “Recipe for SUCCE\$\$” seminar, that I am presently promoting.

Teach a Class

A “classy” way to market yourself! Continuing, or adult education programs at community colleges are a great way to promote yourself, and gain more business. You will need to provide a course outline and the institution usually sets the fee. You will usually receive some sort of compensation for your efforts. The key to this is not the money. It is the exposure that you receive by being an expert in your field.

The facility will usually publish a booklet about the courses they are offering. Your name will be in that document! These booklets are usually distributed to every household in the community and the exposure is priceless. Some will include your photo and your biography also, along with the blurb about the course you are teaching. The pass along rate for this type of material is phenomenal. The law of direct mail averages says that 3 people will read each catalogue! Using this method of promotion will not only allow you to share your knowledge, but it will also allow your name to be marketed throughout the community.

Develop a Board Game

A Board Game is easier than you think to create. It simply takes a little time to come up with the concept. It can be a wonderful teaching instrument, along with an exceptional marketing device that can act as a catalyst to create a new revenue stream. Anyone who wants to educate their clients about their services can use a Board Game as an effective marketing tool. It is a wonderful attention grabber at trade shows!

We have roughed out our game board, and are working on the final touches now. Next, we will plan on turning it into a video game.

Audio & Video Products

Audios & videos are excellent products to create multiple streams of income. Our philosophy is..."Work once, get paid, get paid, get paid!" These products allow you to do just that. With the technology of today, it is very simple to create these CDs or DVDs. They are excellent marketing tools and promote wonderful name recognition. You can use them as holiday giveaways, or give them to your clients to increase the value of

your services.

Ensure that you create a superior product. Having them done professionally is always best. Write a proper script and add music to the beginning, end, and in between segments. Hire a professional voice to introduce you, or do the entire presentation. Quite often local radio personalities are willing to work with you. They gain the recognition and you have a trained voice on your product.

Gifting People Resources

This is done by hiring a speaker and paying their fee. You then “gift” that speaker to a certain organization. You receive honourable mention for the event, and your name is also on all of the marketing materials. This is a very simple, yet extremely powerful marketing idea. It is essentially the same concept as sponsoring, except that a “gift” has a much deeper meaning. You can “gift” a speaker or a consultant or any kind of expert that an organization may need. Be careful when using this idea however, because once you have become known as a “gifter” you may be contacted by many people looking to have you give a gift to them.

Gifting Intellectual Properties

A gift is like flattery, it make both parties feel good. Send someone an article or book that you know will be of interest to them. This shows that you truly care. Give the author the credit, don't plagiarize. Whenever I read something that I think is insightful or can be helpful, I buy extra copies and send it to people I feel it could benefit.

This is a great marketing tool because you are sharing information and knowledge. Knowledge is power. People who receive a gift like this will feel power from you. Call the person

who wrote the article and make a bulk price deal. It is in their best interest to do so.

Posters

Posters are the most cost effective way of marketing and publicizing your business. They are an excellent educational tool for your clients and future clients as well. Posters can be used as giveaways, or to hang in your office or storefront. In short, they are an amazing marketing tool! A poster cutout of yourself is an amazing conversation piece at seminars. Be creative and use the same theme throughout your campaign. Use them at tradeshow or other presentations.

Mid Air Marketing

"It's a bird, it's a plane, it's your name in mid air"

This is a great tool if you have the knowledge of where large crowds of people are gathering, like football games, concerts or other outdoor events. Flight training schools are an inexpensive source for this sort of promotion because the airplanes can be piloted by students. What better way to announce a new product launch, or a new service. Better yet, wait until your competitor is having an event or a big sale and do a "fly over". It is a medium that is rarely used in today's world and will therefore make you stand out.

Trade Shows

Where else can you talk to hundreds if not thousands of prospects in one day or over an entire weekend? A trade show is the only place whereby people pay money to see your products and services and this means that there is a higher level of qualified lookers. Think of it as making more sales calls in an hour than you can make in a day, and more in a day than you can make in several months. You can take a booth at a national show, or at a local Chamber of Commerce event.

No matter what the size of the show, the same marketing opportunities apply.

Before a larger show, ask for the name of the person who is running the media room and inquire about media kit needs. Then ask for the media list and call or write each person to invite them to stop by your booth for an interview. Attempt to actually book appointments with these people. Make sure that you bring enough media kits and flyers for the media room on the day of the show. After the event, follow up with everyone who stopped by and send press releases to all who didn't.

Here are some other keys to tradeshow success:

- A sign with large legible letters is important
- Colour co-ordinate your sign with your materials and your clothing
- Ensure that all of your graphics are easily viewed from all sightlines
- Make sure your staff is knowledgeable.
- Offer candy or treats for people to stop and eat
- Offer a "show price"-people love a bargain
- Have a give-away with a large bowl for cards-this will give you names to add to your database
- Use blank(or the back of your own) business cards for people who have run out or forgotten theirs
- Contribute to the "show raffle", if there is one. Your name may be announced over the loud speaker
- Bring a lot of business cards & brochures

Follow up is the key to tradeshow success. 80% of leads are not followed up effectively. Start doing this as soon as you can. You may consider hiring someone to help with this task to ensure that it is done quickly. Mail thank you cards to everyone that stopped by your booth. These people are in

your sales funnel now, so keep marketing to them.

When I participate in trade show, I prefer to be the only vendor in the room that practices my expertise. That is to say that I prefer not to go where my competition is. With our massage company, we wouldn't go into health and wellness trade shows because so many other massage companies would be there also. We would, however, go into medical, home builders, or computer trade shows because then we were the only massage company present, and people would remember us.

You can also practice "reverse trade show marketing". This means that you approach the show's coordinator and offer to supply the shopping bags for the guests at the show. The bags have your logo on them of course, and every patron will be given one! You could also offer to supply the bottles of water, or something else that every person who attends the show would utilize. This method is usually far more cost effective than actually having a booth at the show.

Write Articles or Columns

This is an excellent method for branding yourself as an expert in your field. An article or a column offers great possibilities for name recognition and visibility. It shows that a prestigious media outlet thinks enough of you and what you have to say by putting your words in print. It offers better recognition than a brochure or flyer ever could. The main objective to writing an article should be to educate the public in your field of expertise. If you are attempting to sell something, then it is not an article, it is an advertisement.

There are literally thousands of small newspapers and magazines in Canada that come in many shapes and sizes. Many don't have funds to purchase expensive articles, and this

means that their ad budget is small and they rely on outside sources to fill their paper. That is where you come in. All that I ask when I submit an article to a publication is that they include my picture and my contact information. It doesn't really matter in which forum the articles are published because once they are; you can then claim you are a published writer. This now gives you the ability to place the article on your website, copy into your testimonial book, or frame it for the wall. Mail your article out to your database to gain more notoriety. People are always open to tips and trends, so write your articles in a way that will appeal to your public. You never know where an article that you have written may end up. Many a small article has lead to lucrative writing deals and speaking engagements.

Newsletters and Contributing to Other People's Newsletters

This is a great tool to stay in contact with your clients or prospects, and an extra way to make income that most people never really consider. It is your chance to be a modern day town crier! You can build awareness while showing your own expertise. A good newsletter will inform your clients about your services, encourage repeat business and expand your client base. Don't forget to send your newsletters to the media as well.

There are 2 types of newsletters known as the hard and soft sell. The hard sell newsletter is strictly a marketing tool with the same purpose as an advertisement, brochure, sales letter or catalogue. The purpose is to entice the client to pick up the phone & order, or rush down & buy buy buy! It is motivational by design, and is meant to generate quick sales. This type of newsletter is geared to price lists and availability.

The soft sell newsletter is a wonderful vehicle for self promotion that interacts on a level of education. It is motivational by design but in a non-threatening manner. Its purpose is to inform and entertain. It is used more to grow credibility and showcase client care than to sell outright. It is seen more as a giver than a taker.

Newsletters, of both types, have a 400% higher readership than standard sales and promotional materials such as brochures and letters. The average attention span is between 4 and 8 pages. It can certainly be less than that, but more than 8 pages is quite often deemed too much to read.

Think about contributing to other people's newsletters as well. Believe that what you have to say can, and does, make a difference. Many companies welcome contributors to their newsletters. It shows a variety of service and gives their readers added value. It definitely is a win/win situation, and it is worth the effort!

Consider also selling promotional space on your newsletter. If you offered 3 spots on your newsletter for sale and charged a nominal fee for another business to have its logo placed there, you could make a measurable income. The bigger your newsletter recipient list, the more you can charge.

Special Reports

For this to succeed, a "special report" should provide solutions to a problem, fill a need, or tell people something that they did not know. It is called a special report because that is exactly how you package it. It is usually a little known secret or something of interest. Send it to your entire database as a gift to keep them informed. The report can be a few pages long or a small book. It can be your information or "pearls of wisdom"

from some other source. Within the first few pages of this book we offer a FREE special report; it is a great marketing tool. People love to feel like they are special, so use this marketing tool to your advantage.

Write a Book

Most people would find this a very daunting task, but it really doesn't have to be. Being published can open many doors that may not be open to you now. It can gain you career & personal recognition along with credibility and authority status in your field. Most people are experts in something, and "how-to" books are very popular. Your book can be any length you desire.

Writing the actual content of the book need not be difficult. After you have decided on your topic for the book, break it into 10 categories or chapters. Now write 10 points for each chapter. Each day spend 15 minutes elaborating on each point. When you have finished with this exercise, elaborate on your points and refine your writing. It really is that simple.

You can self publish your book with organizations such as Lulu.com, or you can send it to a publishing house. Self publishing is a larger task, as you are responsible for the editing, printing, distribution and collection of funds. Lulu.com has a wonderful resource to help you with layout. You simply upload the contents of the book to them and they walk you through the steps. They even have an editing service if you choose to use it. Then you can order a single copy, or as many as you like. By using a publishing house you negate these steps because they can take care of everything for you. They will edit, distribute and collect the sales.

List Yourself in Expert Directories

There are thousands and thousands of different expert directories to get listed in and most of them are FREE. This will help you to be in the right place at the right time. When buyers look for sellers, 35% find them in business directories. This category leads all others for reference, including the Yellow Pages! This is an important step to take because you never know when someone is going to need your expertise and talent. The media is always looking for experts for comments on current affairs, and this is the source that they turn to. People who are listed in these directories are often called upon to testify in court as “expert” witnesses, sit on Boards, and give keynote speeches.

Offer a Helpline

Help lines build connections. When a client requires help putting your product together or they need to ask a question about your services, a help line is there to do just that. It can be an automated or a manned service. It can be located on your website too! Your clients will feel that your company really does care.

Multicultural Marketing

Today’s society is made up of many cultures. Find the ethnic media in your community and utilize them to reach a broader market. Be careful though. Many words, when translated literally do not mean the same thing in other languages. A great example for this point would be the Chevy Nova. When translated literally is means “it doesn’t go”. That would not be a good selling point. Would it? When creating your literature, use a professional translator to write the copy for you.

Have a 1-800 number

Having a 1-800 number shows your potential client that you are doing everything possible to make it simple for them to contact you. It purveys the message that you are a large and successful company. The cost for this service is minimal compared to the income you could generate from possible clients. It promotes an ease of sales. Try to acquire a number with attention grabbing call letters but make sure that you always include the actual numbers in your marketing materials.

Hold Buttons

Did you know that **88%** of callers that are put on hold and hear “dead air” will hang up, and **34%** of those people will never call your business again? Sometimes putting a potential client on hold is a necessity, so why not market to them while they are waiting? This is your opportunity to inform your public about upcoming promotions, or educate them on existing products.

You can have this done professionally or do it on your own. Only **6%** of businesses practice on hold marketing and statistics also show that **85%** of people that are put on hold and have some sort of marketing material to listen to, will NOT hang up. Use music in the background of your messages for added professionalism.

Writing Direct Mail Letters

Direct mail works wonders when you have a well written sales letter and you know who you are targeting. Because it goes to a specific market, it can be an excellent selling tool to use.

The standard layout for a sales letter is the same for most industries:

- Interesting headline is most important
- Put the most effective item at the beginning

- Make the content interesting
- Demonstrate the major buying advantage of the product-a campaign for weight loss would show both before & after photos
- Offer something for free
- Speak directly to the reader-**YOU** can have a great deal or **YOU** will benefit from this service
- Write the copy as if people will have these three thoughts in mind while reading it- **so what?-who cares?-what's in it for me?**-ensure that you answer those questions
- Hand address to look more personal

Remember that people will generally sort their mail into 3 piles:

1. Bills and information to read.
2. Items that look interesting
3. Recycle

A great sales letter makes the person feel that you wrote it directly to them. By following the format above, you will better your chances of not landing in pile #3.

Use Envelope Teaser Copy to Promote the Inside

Affix an extra label or print a special offer on the outside of the envelope. This may entice people to open the material. You are usually judged by your cover anyway, so you might as well make it a good one. This marketing idea is simply another way to grab attention. It can invite, inform, command, hint at, or simply explain what is on the inside. Be creative. Perhaps put a note from the president of the company, or a review or testimonial.

Postcard Campaigns

A picture really is worth a thousand words. Use this tool to maximize your exposure to your target market in a less expensive manner than direct mail. Postcards are not as official or threatening as letters in envelopes. One of our postcard campaigns showed 2 photos on the front. One picture depicted people in business suits running on treadmills. The other was a photo of a beautiful beach scene with 2 empty lounge chairs. On the back of the card it said "Which would you rather be doing?" "If you would like to get off of the business treadmill, call Newworld Coaching"

Yellow Pages

23.5% of the population uses the Yellow Pages every day. While the telephone book is still a good resource tool to use, many people are turning to the internet to search for phone numbers also. Although people do respond better to a display ad, rather than text, the need for a large ad is simply lessening. With our massage company we would use a ¼ page ad and still get great positioning to be ahead of our competition. List a special offer in your ad to show your potential client a benefit in contacting you.

Catalogues

If your product lends itself to it, then publish your own catalogue or put your products in other company's catalogues. If you are going to produce your own, then ensure that you direct it to your niche market. Make your catalogue as personal and interesting as possible. If you are not interested in creating your own, then go to the library and get a directory of mail order catalogues. Contact the ones who could use your products, and send them a letter about your product.

Classified ads

This type of ad is the most cost effective if you include a “call to action”. Any business can effectively use classified ads if worded properly. Put your headline in CAPITAL LETTERS, and do not use abbreviations.

Place your ad in multiple sections of the classifieds to draw a variety of audiences. Our ad for the Massage Company read as follows:

SORE MUSCLES? WE CAN HELP!
Call Heavenly Touch Massage 403 478 1234

Bulletin Board Marketing

This can be a very effective marketing tool because curiosity is a natural human quality. **34%** of people stop at these boards before leaving the facility. Bulletin boards market to the inner reaches of people’s minds and express their needs, similarly to that of expensive printed materials. That is why people stop to read and tear off the fingers with the phone numbers. When you put up a flyer ensure that you tear off one of the phone number fingers. This will give the appearance that other people are already taking advantage of your services. When you employ this method of marketing, use brightly coloured paper to maximize visibility.

Go around every week and refresh your flyers if need be and change their colour to peak your potential client’s interest again. Bulletin boards can be found in supermarkets, Laundromats, convenience stores, health food stores and community facilities.

Card Decks

This is a very common and well respected way of getting your message across. Basically, you put your coupon or sales offer in an envelope with several other offers from other businesses and it is mailed out as unaddressed mail. Participation costs for this are generally very low. It is also an excellent forum for lead generation.

Coupons

Coupons can be a very effective form of marketing. Have an area on your coupons for the redeemer to fill out their contact information so that you can add them to your database. Everyone likes to use coupons. They give people the illusion that they need your product or service, and they had better act now in order to save money. Have a standard coupon that you can pass out freely to prospective clients. They are great ice breakers in networking situations. When you have them printed, be sure to ask the printer for the over runs and include them in your other marketing materials also.

Door Hangers or Door Biz Advertising

This form of marketing can be highly affordable if you have a number of other companies involved. Approach a variety of non competing companies in your area to put one of these together. Ensure that there is a catchy headline at the top, and that your section contains a call to action. People tend to keep these because of the number of businesses represented. This is especially effective if you want to market to a large group of people in one specific geographical area.

Point of Purchase Materials

These products are usually placed near the cash register and are sold mainly as impulse purchases. This is the only medium that places your client, product and marketing together

at the same time, in the same place, and for the same purpose. Make sure that you have your signs professionally printed, as hand written materials are far less effective. Also, study colours, and their meanings, before designing your signs.

Here are some other interesting features about point of purchase materials:

- Next to value, visual & auditory appeal is what people respond to most
- Visual & auditory POP materials heighten awareness and translate into increased revenue
- Average sales increase by using this is 244%
- **80%** of the decision to buy is made at POP

Recently, Cindy Cashman wrote a book called “Everything Men Know About Woman”, under the pseudonym Dr. Alan Francis. This book was very original because the entire thing was BLANK! She knew that marketing this book would take some creative thinking, as it would most likely be lost among thousands of others in the bookstores. Cindy decided to approach women’s clothing stores and market the book as a point of purchase gimmick. The \$4.00 price tag made it an attractive and humorous gift. The stores ordered them by the thousands.

Take One’s

This is a great form of inexpensive and savvy marketing. You see these everywhere and they give the impression that “the offer of a lifetime” could be inside. They make a lasting impression and they take business to the targeted market. Have a small display on your counter, or in your waiting area, that contains useful information about your company. This can

be a price list, or a flyer, or even a newsletter. Make sure that they look professional. Try using a creative holder. This is a great way to educate your clients about your services and upcoming events.

Bag Stuffers

This is a great way to educate your clients and create repeat business, usually within 90 days following its distribution. They are more often little colourful pieces of paper that are placed in your client's shopping bag along with their purchases, or stapled to the receipt. It is a great way to promote your business and develop repeat clients. They are very inexpensive to produce and can be easily changed when a new promotion arises. Try creating 3 to a page and then gluing a stack of 100 down 1 side. After the glue dries, you can easily cut them into tear off pads. I prefer these to loose stuffers because they are easily kept in one place and it reduces clutter.

Statement Stuffers

Here is a low cost system that will boost your bottom line, guaranteed! Why not "cushion your billing blow"? If you are sending out something in the post you might as well include new marketing materials. You know this method of marketing works because all of the big department stores do this. These people are already your clients and they are receptive to your new products and services or upcoming promotions. You can also charge a small fee to include other companies "stuffers" in your mailings to reduce the cost of your postage even farther.

Some companies, similar to ours, do not send out monthly bills or statements. If this is the case with your company, then approach non competitive companies and ask what their fee would be to include your "stuffers" in their mailings. If you give

a portion of the proceeds from sales to charity, you can mention that on your marketing piece. This will also increase sales and interest in your endeavors.

Send a News Release

Each and every time something important is occurring within your company, write a press release to inform the public of your news. This could be anything from the hosting of an event or the invention of a new product that will save the public time or money. Anything that can be deemed newsworthy is usually printed. Newspapers thrive on keeping their reader informed.

The headline should summarize your story, be no more than 15 words. The actual story should be no more than 250 words and approximately 4 paragraphs to be effective. Write the story in the 3rd person and include all of your contact information. Send your news release to the local papers with attention to the editor.

The main purpose for doing this is for the “aftermath”. Imagine owning a local restaurant and having all the articles that have ever been printed about your company framed and hanging throughout the establishment. This sort of marketing enhances your credibility and reputation.

Feature Stories

Keep abreast of the popular news topics. When a topic comes up that could possibly pertain to your field, write a feature story about it and submit it to the newspapers. This will serve to enhance your reputation and increase your status as an expert in your field. Give facts about how your company is handling the current issue compared to your competitors. Educate the general public and you will be rewarded.

Master of Ceremonies

Traditionally, this is a person who gives a toast at weddings or parties. Over the past decade it has evolved to mean the person who delivers the keynote speech at breakfast/lunch & dinner meetings, or organizational meetings. This is a wonderful position to put yourself in because you are invited to introduce yourself, and explain what you do to a captive audience. Speaking for local service businesses or non-profit organizations is a great way to promote yourself and your industry because you are doing so in a business to business environment. Being there in such a high-profile position is great for collecting imprinting points, and it offers an amazing networking opportunity. Be sure to ask for the attendance list of any function in which you speak.

Here are some tips for becoming a successful Master or Ceremonies:

- Plan with the audience in mind
- Be polished & practiced before your presentation
- Arrive early to get to know the audience
- Have a strong opening that connects logically & emotionally with the audience
- Keep it interesting by using examples, stories & humor that relate directly with the subject & audience
- Make your talk interactive
- Visually look the part
- Pay attention to dress/eye contact/body language & movement
- Have vocal variety to hold interest
- Work the room
- Have a strong close

Mentoring

A person, who shares their knowledge for no cost with other businesses or individuals, will be seen as a “giver” and not a “taker”. **Mentoring is an honourable way to promote yourself!** Being a mentor is a good marketing tool because the more you make yourself and your expertise known to others, the more you are known in the community and in your industry.

Having experienced what mentoring can do for someone, I am a big fan of the process. It gives me great personal satisfaction. I have devoted my time to the YMCA Mentoring Program, and Perth Community Futures Summer Program recently. I believe in helping the youth to expand their horizons whereby becoming aware of their potential and opportunities available to them. I must give credit to such special people like Dr. J. Demartini, who was my first mentor. His kindness made a enormous difference in my business and my personal life. Thank you John.

From a business point of view, mentoring can have a positive impact on your image as well as your position in the community. Since I have been mentoring in Ontario, I have enjoyed quite extensive media coverage, which in turn, has increased the interest in my services. I have met other business owners and have been introduced to their contacts, which has increased my circle of influence.

Calendar Listings

There are a variety of community calendars in every city in various mediums. Newspaper, television and websites offer the ability to post your events for free. Anything that you are holding, presenting, giving or offering falls under the category of an event. You run a far higher chance of having your event

recognized if you are giving a portion of the proceeds to charity. This is a good marketing tool because it is of absolutely NO cost, and these calendars usually have a very high traffic count. You are normally required to submit your listing 2-3 weeks in advance of the event. Be sure to include dates and fees payable, along with all contact information.

Continuity Programs

This is a strategy for developing return business, and it works well with every type of business. You must establish a reason for people to continue patronizing your business. A membership card, for example, is an excellent continuity program. Your clients will continue to purchase your goods and services in order to receive the special promotion afforded to them. Coupon books are also great in this regard.

Ask yourself. "How am I going to entice this person to come back and use my services again?" The real money is in the back end. When people attend a NewWorld Coaching seminar, we always offer a special deal at the end of the show. Usually the offer is to attend our next scheduled seminar at a reduced rate. The number of people that take advantage of this special offer is usually very high because they are in the right mindset at the time to continue with our programs. By utilizing a system such as this, you will keep your clients coming.

Be a Guest on Radio & TV Talk Shows

Being a guest on a radio or TV talk show is an amazing way to promote yourself and your business. If what you have to offer the show can meet the audience's needs, then they will want to have you as a guest. You must find a program that compliments your niche market. Do not contact a travel show if you teach dancing. Submit your request to appear on a show and then follow up with a phone call 1 week later if you

have not had a response. Ensure that your “pitch” includes the benefits to the audience in having them hear what you have to say. Be prepared with another angle if they did not like the one that you proposed. You must be able to solve a problem, entertain or tell the audience something new. I, personally, have been a guest on local, regional and national shows, and I must say that by increasing your visibility you will directly affect the sales in your business.

When being a guest on a radio or television show, you may be asked to submit some information to the host ahead of time. Allow the host to lead you through the interview. Don't try to “pitch” your own wares. The host will mention your product or service and this will give you somewhat of a 3rd party endorsement, whereby adding to your credibility and value.

Once you have been booked onto a show, send word of this to your database. Make sure that you wear clothing that is branded with your logo or other information if you are appearing on television. Ask for a copy of the show so that you can place parts of it on your website. Add your appearances to your marketing materials... “As seen on TV” etc.

Camera Opportunities

Turn any situation you can into a camera opportunity. If you are having a grand opening event you can invite local celebrities or politicians to stop by. You can turn a business meeting into a camera opportunity by giving an award. Then call the media and ask them to attend also. When these situations do present themselves, ensure that you get a photo for your own uses. You can exhibit it in your retail location afterward or place it on your website and other promotional materials. We have taken advantage of this idea many times

and it always proves quite fruitful.

Host Your Own Radio Show

Buying your own air time on the radio, especially community radio, is far less expensive than you might think. Mike Litman is a great example of this idea. He purchased radio air time late at night and interviewed very successful business personalities and well known celebrities from the speaking circuit. His success with this show was tremendous! Mike is extremely “high energy” and the listeners loved him. Another way to cut the costs of this sort of undertaking would be to joint venture with another person, or a few people in like minded businesses and share the air time.

The latest trend in this type of media is podcasting. Basically, in podcasting, you create audio files that are available on your website, which people can then download to their iPods or MP3 players and listen to. From a business point of view, the podcasting market may be well worth getting into, as this trend is growing dramatically.

Host Your Own TV Show

Being a host on local TV can mean amazing exposure for you and your company. Public access television is absolutely FREE for you to have a show on. Your topic must meet regulations, but that is really the only barrier you will have to overcome. Call you local cable company for rates in the early morning hours. You may be surprised with the fees. Many years ago, I hosted a television show for a local cable company in Red Deer Alberta. It was a “swap shop” type of program. I was building a relationship with my audience and it did wonders for my career, because I brought extremely high energy to the program. I am still extremely proud of the fact that I am the very first host at Shaw Cable to receive fan mail.

Letters to the Editor & Opposing Letters to the Editorial

If you are willing to stand up and be noticed, this is a good way to be known in the community. Writing a letter to the editor or an opposing letter to an editorial is a perfect method of bringing your name to the forefront. You will take one more step towards being a household name. By including your contact information, you may drive people to your website, which in turn can bring you up the rankings in the search engines! Keep your letters short and to the point. Make sure you proofread your copy.

Be prepared for the positive and negative responses. Currently, a Wal-Mart is preparing to build in the city where we live. Needless to say, I am pro Wal-Mart because I believe in free enterprise. Among the business community the vote is split 50/50 and I have made some friends, and enemies. The point is that my position has been made, and people know about me. They don't necessarily have to like me; the idea is that they know about me.

Opposing letters from an editorial usually appear on the page opposite the editorial itself. Writing an opposing letter is a tremendous opportunity for entrepreneurs to have their voice heard. This gives you the image as a "caretaker of society". The same rules apply as writing a letter to the editor. Make sure you proofread and see your copy before print. Shaping people's opinions is a very powerful way to imprint yourself. Copy the piece and send it to your database!

Home Shopping Programs

This is your opportunity to showcase your product to millions of viewers at once. It gives you instant visibility! Here, you have the ability to have the undivided attention of your target market,

and gain immediate sales. It is a relatively inexpensive way to launch a new product, gain credibility, and create leverage for distribution. The only drawback to this sort of venture is that you take an incredible inventory risk if the product does not sell. When demonstrating your product, explain the benefits and, if possible, let the host sell the product for you. If the host is endorsing it, there is more creditability for the offering. Approach the network yourself and they will guide you to the right connections. Home Shopping Programs can be an incredible springboard for other marketing opportunities.

Your Website

Your website is a direct reflection of you and your business. This is an amazing tool if used properly. I cannot stress enough that you must have a professional person create your website for you. Contact 3 web designers and have them each design a concept for you. Then choose the person that you feel reflects you and your company's ideals. This must be a person that you can interact easily and honestly with. When we went in search of a web designer for the Newworld Coaching website in Ontario, we found Owen Wraxall from "The Marketing Guy". His talent and dedication to business growth was an exact match for our company. Owen is the designing force in all of our online presence and it is my honor to do business with a man of his caliber. Contact Owen at owen@themarketingguy.ca, or by phone at 519-271-8062.

There are so many people discovering the internet each and every day. Just as many people are purchasing goods and services using this medium. By implementing some of the ideas you have already read about in this book, you will dramatically increase your chances for success with regards to search engines. At the time this book was published, Newworld Coaching held 25 of the top 30 spots in the major search

engines.

Make your products and services available for purchase on your website. PayPal is a wonderful service that allows you to set this up with ease, and it is also very inexpensive to use. Remember, a properly designed website with an easily navigated structure, can become a 24hour a day sales force for you. Be sure to put your web address on absolutely all of your marketing materials.

When people visit your website, give them interesting options that will ensure that they continue to hear about your products and services. For example; when you visit www.newworldcoaching.com you are invited to do our research promo, or sign up for our newsletter. By doing either of these tasks, the potential client receives an automatically generated Thank you note from us and a gift. The newsletter will be sent out on the 1st of every month to them, and the FREE gift is a 30 Day Goal Planner. This planner consists of an email every day for 30 days in order to walk them through any goal of their choosing. By offering this service, we are ensuring that our marketing materials continue to arrive to the potential client long after they have left our site. Having an Auto Responder to take care of most of the logistics of this is an invaluable tool to acquire.

Other great options to have on your website would include:

- Biography of you and your partners or employees
- Mission and Vision statements
- Contact information
- Frequently Asked Questions (FAQ)
- Upcoming events
- Latest news (include your media appearances here)
- Links to other sites that you promote

2 “Shameless” – Networking

The Art of Networking

Networking is the oldest, most accepted, best and least expensive way to “show & tell”. Because today’s business is so competitive, it can keep you informed and position you in your marketplace by helping you stay on the cutting edge. Networking is an “art”. It is not a simple skill to master. When you network effectively you are, in essence, spinning a web of meaningful relationships. If you smile, look interested and are confident with yourself, you will be approachable and promote conversation. When you make networking an ongoing life skill, you will have taken the first step towards success.

The #1 fear of all time is not death, it is public speaking!

Networking-What Is It, and Why is it so Important to Your Business?

Networking is, by definition, the process of establishing a mutually beneficial relationship with other business people and potential clients. The most important skill for effective business networking is listening; focusing on how you can help the person you are listening to rather than on how he or she can help you is the first step to establishing a mutually beneficial relationship. The law of reciprocity states that if you give, you shall receive. By giving of yourself you will enhance your image and people will want to do business with you.

Networking is extremely important in any business. It is 12 times more effective than any form of print advertising. Effective networking can make you a household name. It is a very important and necessary way of promoting yourself and your company. Quite simply, people do business with who they know, like and trust. The single best way to meet these 3

criteria is to network at every opportunity. The more you get to know someone, the more they will like you; and the more they like you, the more they will trust you. It is as simple as that.

Who Should You Network With, and When?

This is a very simple question to answer. Basically, you should network effectively with everyone you meet and at every function you attend. It does not matter if you are waiting in line at the grocery store, standing on the subway or attending a Chamber of Commerce event. The fact is that you really never know who you are talking to, and if they are a good connection for you. Each of us knows at least 200 people. That is a fact! You could meet someone at the grocery store and strike up a conversation with them; they in turn may know someone that turns into the largest client you have ever had. You never know who you are talking to. I cannot repeat that enough. Because you created a good rapport with the person in the grocery store, they told someone else about you and that person became a client. The opportunity would have been lost if you had not taken the first step. Every time you are in the vicinity of another person, you are presented with another networking possibility.

Where are the Best Places to Network?

Although networking should occur everywhere you go, there are certain places in which it can be most productive. Here are a few:

Chamber of Commerce/Service Clubs & Trade Associations

There are 2 steps to joining any or all of these groups. Firstly, you should attend a few of their networking functions as a perspective member in order to see if this group is a “good fit” for you or not. You will be able to introduce yourself to a

variety of new people and use your 30 Second Verbal Commercial that you have practiced (see “Shameless Promotions”). Usually you can attend 2 or 3 of these functions before you will be asked to join. If that particular organization does not suit you, then at least you will have had the opportunity to meet prospective clients and expand your database. Never decline the occasion to meet new people. Seek out the opportunity instead.

After you have joined 1 or more of these clubs take advantage of all the opportunities that membership affords. Do not expect your membership dollars to open the flood gates for the onslaught of new clients. Membership to groups such as these; are simply opportunities that you have paid for in order to expand your network. Use your membership to the fullest. Investigate which committees you can join and do so. It is the willingness to serve, and possibly chair a committee that gives your business the opportunity to grow and prosper. By getting involved right away in your new “group” you will start to build deeper relationships in the organization and in the community. Participate in the “Member to Member” area of the club. Write columns for their website or newsletter if they have one. The amount of your involvement will correspond directly with the amount of success your membership brings you.

Another benefit of joining an organization such as these is that you will be added to their business directory. Conversely, you will have access to this directory with which to offer special marketing opportunities to members. Most often members of these groups will seek out other members first when they need certain services. Make yourself available to these opportunities. Attend absolutely every event possible. Offer to be a guest speaker. If you were to put a dollar figure on the publicity, referral service, business contacts, marketing &

research information etc it would certainly exceed the membership dues if you have utilized that membership to its fullest. Remember; small, not large businesses make up the backbone of any community.

Be on the Board of Organizations

Currently, I sit on the Board of the Stratford and District Chamber of Commerce and The New Big Brothers and Sisters of Stratford and District. I enjoy the time and commitment to both groups. When you sit on the Board you are in a position to bring about change and to help improve the organization. Again, being involved enhances your reputation within the community.

Being a Board member can be very rewarding. Certain organizations actually pay you for your participation and others ask you to pay a small fee. Usually Board participation is a voluntary service and there is no money involved. You simply pay with your time. Years ago I thought you would have to be a member of an organization for months or even years before being eligible to become a Board member. That is not necessarily so. Many organizations are willing to accept Board members right away, and welcome their input. Sometimes it is as easy as simply asking if you can join.

Start an Organization or Club

If you feel that there is a void in your community, then fill it. Start your own networking club. It is as simple as finding 15-20 people from different industries that are interested in meeting on a regular basis. In Alberta, I started the Mike and Mike Breakfast Club. We met, for breakfast naturally, on the last Tuesday of the month. Each month one of us would get up and speak or we would arrange to have a guest speaker join us. Many people are passionate about something and they

usually want to share that passion. List your meetings in local directories and invite newcomers to attend. Anyone who has a message or is looking for “companionship of like minds” can be a part of this type of club.

Volunteer and Community involvement

By being involved and volunteering for the community that you live in, or do business in, you are saying thank you and showing your appreciation. It is the right thing to do. We have volunteered for many events since moving to Ontario, but I think the most memorable for me was the “Amazing Pace” last September. It was a fundraiser held by the Lung Association in which participants ran a race similar to the television show called Amazing Race. Dawn and I had great fun counting the donations and delivering the lunches to the other volunteers. It afforded us great exposure as a company and immense satisfaction that we were helping a worthy cause. We met some wonderful people that day and the entire thing turned into an amazing networking opportunity. We are still in touch with many of those people and one woman in particular has even found a part time job with us.

When I volunteer at golf tournaments I do not play. Instead, I network efficiently by offering my time at one particular area of the course. Over the course of the day I meet each and every golfer and have the opportunity to speak with them and find out what they “do”. I volunteered to man the putting contest at the last tournament, and made some amazing connections. At that same tournament I donated 144 gift certificates for the gift bags that were distributed to the players. This offered an amazing opportunity to market myself. Even though I take advantage of these opportunities, I feel an immense sense of civic pride when I volunteer.

The All Important “How”

We have covered the 5 W's of networking and now we must examine the all important “how”. How can you make your social interaction more profitable in a shorter amount of time? Why do Trump, Buffet and so many other successful business owners attend several different networking events in the same evening and walk away with new business ventures or follow up meetings? By learning how to network effectively you will increase your profits, expand your circle of influence and save precious time.

Networking Etiquette

The objective in attending any networking event is to make yourself memorable. There is certain etiquette to follow in order to achieve this. I am continually amazed at the amount of people that I remember from these events, but not in a good way. Here are some important tips for networking etiquette:

- Avoid being the first one there and do not be the last one to leave
- Avoid over indulging in alcohol. This is not the way to be memorable
- The food is for nibbling, not a 3 course meal
- Dress properly to suit the event. Remember that you're looking to advance your career or business, not to derail it.
- When you receive someone's business card, hold the card with both hands, read it and place in the top pocket of your outfit. Do not place in your back pocket or write on it.
- Prepare your 30 second verbal commercial and have it committed to memory (see “Shameless” Promotions). This is important because you do not want to ramble on for 2 minutes explaining what you do. The person you

are speaking to will become bored and have a negative impression of you.

- Know when to listen.
- Ask enrolling questions

Building Rapport

Networking gives you the opportunity to create strong rapport. When you have a good rapport you and the potential client feel at ease with each other, and conversation is not strained. Rapport creates feelings of trust and honesty. Potential clients who trust you usually do not have a second thought about referring you or hiring you directly. The idea is to build relationships which, in turn, help build your “circle of influence”.

People make a decision in the first 2 seconds about whether they like you or not. They judge you by your body language, your smile and your general demeanor. If you approach someone with your head down and your hands in your pockets, they will probably not have as good a feeling about you than if you approached them with a smile and a handshake. Show confidence, and have a good opening line.

Show interest in others. Ask questions and get your potential clients to talk about themselves and their business experience. This is easier than you might think. Ask “feel good” questions such as; “How did you get in to this business?” or “What do you enjoy most about what you do?” If you are unsure of what questions to ask, always remember the word **FORM**. The word “form” represents four different areas of questions to ask.

F stands for Family (“So where did you grow up?”)

O stands for Occupation (“What do you do?”)

R stands for Recreation (“What do you do in your spare time?”)

M stands for message (“What causes do you

support?” or “What charity groups or service clubs are you involved with?”)

Always remember the #1 Killer Question; “Who is your ideal client?” This usually stops people in their tracks. People generally have no idea who their ideal client is. After they attempt to eek out an answer to this, make a mental note of it. When you proceed with your follow up the next day you will make use of this information (see “follow up” at the end of this section)

Creating an Image

Superior marketing causes us to remember something about a product or service. Creating your own personal trademark can have much the same effect. The late John Lennon was known for his small granny glasses, boxing promoter Don King is known for his outrageous hairstyle, and former fashion photographer turned keynote speaker and famous author Nicholas Boothman is known for his red shoes. All are personal trademarks that help to instantly identify these people because these items have become a part of their identity and will never be forgotten. A personal trademark can go well beyond the physical appearance. It can be a pattern of speech or a physical movement. The common denominator of personal trademarks is that they are memorable and instantly linked to the person who uses them.

Developing your own personal trademark can be highly effective for networking purposes. It can make you stand out and be easily remembered. Of course you must keep in mind the profession that you are in and choose something that is appropriate. If a dentist dyed his hair red, he might not be seen as a professional, but if he wore scrubs all the time he could be seen as a man who is always ready to work. Both are

memorable, but one is a more positive image than the other. Newworld Coaching has simply branded itself with the colour orange. All of our employees wear orange golf shirts. I personally own every piece of orange clothing you can think of from tennis shoes to ties! Each and every time I leave the office I am wearing something orange. Recently I attended a networking event without wearing something that was readily visible. I had no less than a dozen people ask me why I wasn't wearing my trademark colour. I then lifted my pant leg to expose my bright orange socks. It was great for a laugh and proved to me that I have successfully trademarked myself.

Connecting With the Right People

Connections with the right people will put you on the path to success. It is very important to build relationships and connect with people who will become part of your centre of influence. A person who is a "centre of influence" for you is someone who is influential, has a large network and truly wants to see you succeed. A true centre of influence is in the habit of connecting people, whereas a business associate is not in that habit and therefore seeks different things from you. This is an important distinction to realize.

When you attend a networking event you should have a plan in mind. Define clearly in your mind who you want to meet and why. I feel that there are always 3 "connectors" at any networking event, and I want to meet them first and foremost. A connector is the person that everyone is taking to, or waiting to talk to. They are influential business people who have the ability to be in your circle of influence.

Don't spend all of your time talking with people that you already know. Use your time wisely and leave when your mission is complete.

When you first arrive at a networking event, find the 3 key areas of the room where the connectors will eventually go. Those areas include the bar; the food table; and the washrooms. After you have located these places, stand back and survey the crowd. What you are looking for are the 3 connectors that you would like to meet. They are usually talking with a group of 3 or 4 people. Don't hide in the shadows and stalk your connectors. Confidently greet people and use your 30 second verbal commercial. Network effectively while keeping an eye on the 3 people you want to meet most. As soon as one of them approaches a key area, excuse yourself from the person you are talking to and approach your connector.

Introduce yourself, make conversation and ask for their business card. Being able to leverage your people networks saves you time, energy, and money.

Follow up

Follow up is the single most important part of networking. Sadly 80% of quality leads are never followed up on. I liken it to rounding 3rd base and stopping before you reach home plate. You must have a consistent system for follow up. Use this system each and every time you meet someone new. The Newworld Coaching system for follow up is simple. We do these steps each and every time the opportunity arises.

1. Saying Thank You

It sounds simple enough to do it and yet this task that we have been doing since childhood eludes many people. Within 24 hours of meeting someone and being given their business card you should write a proper thank you card and mail it to them. Do not say thank you via email. Everyone likes to receive mail and seeing a hand written,

personalized note from you will make you memorable. We print our notes ourselves in our office, but you can have them professionally done if you choose. There are 3 to a sheet of 8 ½ x 11 cardstock and they fit into a number 10 envelope. It is as simple as that.

When writing your thank you cards ensure that there is absolutely no marketing of yourself mentioned. Do not say things like “I hope to do business with you some day” or “I would be happy to give you a preferred client rate”. Simply say thank you. Tell the recipient that you enjoyed their conversation and that you hope to see them again. We have several sample “thank yous” written in a draft on our computer. This does not mean that the message is not from the heart. It is simply enacting the system we have in place, and it is far more efficient when you are writing our 50 or more cards. Spending the money on a little bit of postage in this way will bring you back to the forefront of this persons mind and make you memorable once again.

2. Follow up Note

A few days after you have mailed your thank you card, call to mind the conversation you had with the person. Scour the internet or newspaper for an article that you feel would represent something that the two of you had discussed. The content is not that important. The article can be about their pets, birth city or about the function at which you met. The idea is to print or photocopy the article, take a sticky note and place it on the paper at a 45 degree angle. Write something like “Saw this article and thought of you!” or “I thought you would enjoy this” on the note and mail it to the person. I know this sounds a little far fetched but the person who receives it will

really appreciate your kindness. You will have moved up their list of people that they want to know better.

3. Follow up Meeting

A few days after you send the article call the person. Ask them out for a coffee, or perhaps lunch. Since the beginning of time-breaking bread with someone has promoted bonding and friendship. Whether it is a “connector” that you have met or a fellow business owner that is new to the organization, I always learn something new. That is what networking is all about.

Whatever systems you put in place for follow up, make sure that you actually do it. Smile and enjoy yourself when you are on the phone or meeting in person. The person will sense your warmth. Remember that the person you are calling or meeting with has also met new people and you want to keep yourself uppermost in their mind.

And Finally...

Back to the #1 Killer Question. If you managed to get an answer from someone about who their “ideal client” might be, scour your database for that person. Send them a referral. This will bring you up to #1 in their books and they will certainly thank you for it. That is what it is all about isn't it? Building relationships and giving to others is the key to any successful business. People do business with who they know, like and trust. By following these simple networking strategies, you will gain the client base that you seek for your business.

Happy and Effective Networking!

3 “Shameless” - Referrals

A Word about Referrals

I am sure that I do not need to tell you how important referrals are in your business. If you are a business owner or a commission based professional, you know that referrals are the lifeblood of your business. If that is the case, then why aren't you getting more referrals every day? Why don't ALL of your clients come to you in this fashion? No doubt you are already implementing many of the promotional ideas you have already read in this book. I am certain that you are also networking effectively and strategically. Perhaps the reason you are not reaping the benefits that quality referrals can bring you is that you just don't know how to go about getting them.

In this, the final chapter of this book, we will look at the reasons and methods for giving referrals. Then we will examine the ways in which you can gain many more referrals in your business. It really is not very difficult. There are simply some systems to put in place and some comfort zones to perhaps stretch a bit, and you will be well on your way.

Giving Referrals

Remember the law of reciprocity? You will gain more referrals if you give more referrals. This statement is true, but do not give a referral lightly. Like a testimonial, you are putting your reputation on the line each and every time you give a referral. You have a responsibility to yourself and the referral recipient to ensure that your recommendation is of good quality.

At Newworld Coaching we have a hard and steadfast rule: we do NOT refer a person or a company unless we have “interviewed” them and asked them a series of important questions. We want to know what their business ethic is first

and foremost. How do they treat their clients? Do they have any continuity programs?

Do they offer a guarantee? The idea is to gain knowledge of who their ideal client is and how they treat them once they have started to do business with them. Once we have had this conversation with a business owner, and we feel that we would refer them to people in need of their services, we create a file in our office which contains all the information from the meeting.

Not every landscaper or graphic designer is in search of the same clientele. It is a good practice to know several different companies in each profession in order to be able to refer someone to the one that is best suited for their needs. Here are some other important questions to consider when “interviewing” companies for your referral portfolio:

- Are they in search of clientele from a certain geographical area?
- What are the general prices for their services?
- How long have they been in business?
- Are they living their passion in this business?
- What are their policies for client care?
- Do they themselves give referrals?
- Do they have any referral programs of their own in place?

After we have created a file on this person or company we will actively search for someone in need of their services. Hopefully we will be able to send them a few new clients. We do this for 2 reasons. We love to connect people with the services and clients that they seek, and hopefully both parties will be satisfied with the relationship and consider referring us

to someone that they feel would be in need of our services. It is win/win for everyone involved.

Gaining Referrals in Your Business

There are numerous sources and methods that you can use to gain referrals in your business. The trick is to use as many resources and techniques as possible to bring the most success to your ventures. The following sections will explain several different avenues to follow.

Offer Exceptional Client Care

The first and most important key to getting referrals is to make sure that your clients are more than happy. Clients who are less than satisfied are very unlikely to refer others to you. People love to talk about excellent, outstanding or unusual businesses they have experienced. They also spread the news of unhappy experiences 4 times faster than good. The golden rule is to go out of your way to make sure that your existing client base is happy and satisfied.

Exceed their expectations. Here are some other suggestions:

- Under promise and over deliver
- Send unexpected gifts
- Send useful information
- Be different and better than the competition
- Make your clients feel special or privileged

Your Present Client Base

Often the most productive and beneficial marketing techniques are the ones that are obvious, yet easily overlooked and therefore never practiced. Asking your current clients for referrals may just top the list of overlooked and under-practiced great marketing methods. Many professionals have built their careers strictly on referral business, but the vast majority of

business owners never ask their existing clients for referrals. Unfortunately the majority of business owners focus their attention on advertising and special promotions to prospect for new business instead of “farming” from their existing list. Asking clients for referrals will work in virtually every business, regardless of the products and services being sold, and best of all, for a fraction of the cost of traditional advertising or special promotions. If you really want to maximize results, be sure to offer an incentive program.

Offer an Incentive

There are many forms of incentives that you can offer someone to give you referrals. You could offer product upgrades, product discounts or even gift certificates. The point is to give them a reason to think of referring you. At Newworld Coaching, we have 2 incentive programs for gaining referrals.

1. **Piece of the P.I. Program**-This is a free program that we offer to anyone and everyone. All someone has to do is simply sign up for a “Piece of the P.I. “. P.I. stands for passive income. The way the program works is straightforward. After a person signs up, they simply spread the word about Newworld Coaching and the variety of services that we offer. Any time a new client spends money with our company, we naturally ask them where they heard about us. We then check our P.I. Program spreadsheet for that name. If it appears on the spreadsheet that person is awarded 10% of our new client’s purchase and all subsequent purchases. For example; if someone signs up for our one on one coaching services and mentions a persons name that is in the P.I. Program, that person will receive 10% or \$20/month for the length of time that new client remains with our company. We write our P.I. cheques quarterly.

This has proven to be a wonderful program for us because everyone can see the benefit of earning a passive income and we see the benefit of paying 10% for a sale we may never have had otherwise.

- 2. Gift Program**-This program is enacted automatically whenever we don't find the referrer's name on our P.I. Program spreadsheet. The person who referred the new client to our company will receive a hand written Thank You card and a gift. Each time they refer someone new to our company they will receive a gift of a little more value. For first time referrals we give a \$10 gift certificate to Staples. After 30 referrals, the person is sent on a trip to Las Vegas! We see this as a small price to pay for sending us 30 clients. If you adopt a program such as this, we suggest that you have the 30 Thank You cards and the gift ideas written in drafts in your computer. This will allow you to proceed through the program quickly and efficiently. Keep track of these people and the gifts they have been awarded on a spreadsheet also.

By offering some sort of an incentive program you create excitement about your company. People love to be rewarded. The more you share your willingness to give, the more you shall receive!

Ask the Competition

Whenever I suggest this method to people I am always met with strange looks. Yes, ask your competition for referrals! Every business has a list of people that they just were not able to satisfy for whatever reason. Ask your competition for that list and offer them a percentage of sales if you get any business from it. You will be surprised how many business owners will take you up on your offer. It makes good business

sense to give it a try. The names are “dead prospects” to them anyway, and they therefore should try to get something for them.

Joint Venturing

This is an amazing way to gain referrals in your business. It is a roundabout way of getting people into your door without having to do the actual work yourself. Joint venturing is done by joining forces and promoting a relationship with a like minded business in an effort to increase each other’s bottom line. For example; a shoe store can give out coupons for a free dance lesson at the studio down the street. The studio, in turn, gives out coupons for buy one get one ½ price at the shoe store. Every time someone redeems a coupon at either location, the joint venture has worked and business has been increased because of the relationship. It is win/win for both companies. Each and every business can joint venture with someone else.

Endorsement Letters

Endorsement letters are like testimonials, only longer. Find a company that you feel you can endorse, and has a fairly large database, and then offer to do a trade with them. You send out a “warm fuzzy” about this company to your entire database and they do the same to theirs. We usually write our own endorsement for the company we are trading with and ask that they do the same. This is generally easier for both parties to do because they know their own business and they also know which services they are trying to increase sales of. Write the endorsement as if you were the other company and explain why you support or sanction the product or service you wish to promote. The potential client can be asked to contact the company directly and tell them that “you” sent them, or they can be asked to contact you for more details. You would then

send the information to the company you are trading with for them to forward information. We have done this type of a swap many times and it always, without fail, proves to be very successful.

If you do not have a large database yourself, you can still participate in this sort of venture. When you approach a company that has the means to endorse you, simply offer them a financial settlement for every client that you receive from their database. You should offer to write the promotional endorsement for them also. This will mean minimal work for them and the opportunity to make a passive income should prove very appealing.

Simply Ask

Whenever you are in a situation whereby you are speaking to people, simply ask them who they know that would like to improve their business. We do this in many different situations. We put this question at the bottom of the comment sheets that we hand out at the end of our seminars. We ask this question at all networking events. When we receive leads in this fashion, we contact them and tell them that we would like to meet with them in order to gain knowledge of their business. What starts out as an interview for your referral portfolio can easily turn into a client of yours or a referral for a person who will become a client. By adopting the mindset that each and every new contact that is added to your database can become a referral of some sort, you will achieve success.

Cavett Roberts, founder of the National Speakers Association said "People don't care how much you know, until they now how much you care."

A Personal Message from Michael Fletcher

Thank you for taking the time to invest in yourself and your business. I know these ideas will increase your business exponentially because they have helped thousands of other companies before you. I appreciate your patronage.

Self Promotion

Lastly, I feel the need to touch on the “art” of self promotion. When you have respect for yourself, and what you do, others will respect you also. Never compromise on your principles. Your views and goals may not always be the most popular, but they are YOURS and they are worth guarding. Ask for help when you need it. This lesson I have learned the hard way.

Have goals and constantly strive to reach them. Take the small steps every day towards your endeavors. It does not matter whether your dreams are big or small as long as you are moving forward. Focus. Don't be afraid to be different than all the other business people you encounter.

Love and respect everyone as you would like to be respected. Always speak from your heart. Know what is **reality**, and what is **ego** driven. Give money back guarantees because you believe in the product, not because you feel it is what is expected of you. Remember the true meaning of the word LUCK:

Living Under Conscious Knowledge

Good *luck* to all who have read this book. God bless.



Newworld Coaching Catalogue

Programs, Seminars, and Products

Our Vision: "To inspire and empower people to live in their higher self for the betterment of the world."

Our Mission: "We strive to become the #1 Coaching Company by providing encouragement and education combined with the necessary tools to help our clients improve their business and personal lives, whereby realizing their full potential."

Programs:

Newworld Coaching-Group SUCCE\$\$ System

Our Group Coaching System is done in a live, interactive seminar format. We help business owners achieve their goals with specialized tools such as our time management system, financial planning, and our 12 success principles that will be ingrained into your new success habits.

Newworld Coaching-Group Tele-Coaching SUCCE\$\$ System

Our Group Tele-Coaching System is done in a live, interactive tele-seminar format. We allow only a limited number of people in each group in order to maximize results. We help business owners achieve their goals with specialized tools such as our time management system, financial planning, and our 12 success principles that will be ingrained into your new success habits.

Newworld Coaching-One to One SUCCE\$\$ System

Our One on One SUCCE\$\$ System is like no other. We take a very personal interest in the growth and success of all of our one on one clients. With bi-weekly meetings, our Weekly Challenge Program, 3 Year SUCCE\$\$ Planner, Quarterly and Weekly SUCCE\$\$ Planners and the 24 availability to contact your Newworld Coaching Business Coach, this is a phenomenal program.

Newworld Coaching-Tele-One on One SUCCE\$\$ System

Our Tele-One on One SUCCE\$\$ System is like no other. We take a very personal interest in the growth and success of all of our one on one clients. With bi-weekly phone calls, our Weekly Challenge Program, 3 Year SUCCE\$\$ Planner, Quarterly and Weekly SUCCE\$\$ Planners and the 24

availability to contact your Newworld Coaching Business Coach, this is a phenomenal program.

Newworld Coaching-Recipe for SUCCE\$\$ Tele-Seminar Series

Join in a 12 week tele-seminar series that deals exclusively with the 12 success principles. Learn a new ingredient each week. This class offers a certificate upon completion and 3 focused private calls with your teacher.

Seminars:

“Shameless” Promotions

Learn more than 50 ways to promote your business for little or no money!

“Shameless” Referrals

Most businesses use only 2 ways to gain referrals. Michael will teach you many more. This informative and creative lecture guarantees to increase the client base with ease.

“Shameless” Networking

Networking is a skill that many people think they have and simply don't. Michael gives business owners the basic skills they need to network effectively and strategically.

“Shameless” Secrets to Sales

Learn the secrets that successful business owners don't want you to know. Discover the best, most lucrative methods to increase your sales with ease.

“Shameless” Client Care

Learn the skills necessary to turn your 1 time customers into loyal clients. You will be taught to identify with your client's

desires and increase your client base through use of these exceptional skills.

Products:

CD's or Wavefile

“Meetings with the Masters” series

“Shameless” Referrals

“Shameless” Promotions

“Shameless” Networking

“Shameless” Secrets to Sales

“Shameless” Customer Service

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Michael Fletcher finally puts his exciting “Shameless” Seminar series to print!



This incredible read focuses on the no frills, little or no cost methods to improve your business.

It doesn't matter if this is your first business venture or you have been in business for years! The systems you will learn in this book will double or triple your efforts. Your company will be the leader in your industry. Use the more than 100 ways to improve your referral techniques, promote your business, and increase your networking skills to rise to the top.

Michael Fletcher Personal Factoids

- Is a decorated Canadian soldier
- Built the largest massage company in Canada in 2 1/2 years
- Has purchased houses and a shopping mall with no money down
- Has been to the North Pole twice
- Has completed in triathlons and adventure racing
- Was nominated for Business of the Year
- Has been involved in the mentoring process for many years. Most recently he has mentored the youth through the Perth Community Futures
- Has appeared on a variety of radio and television programs; both locally and nationally