

# Ep : Getting More Customers to Choose Your Business

## Passion,



- Fish where the fish are. In terms of your marketing strategy and also as part of the industry you are in and the community your business serves.
  - If you are a local business, actively participate in local activities and join your local chamber. Attend and network at industry events, be on the planning committee or offer to speak/train. This builds your reputation as a thought leader.
  - Offer webinars, trainings, etc. Many businesses are outsourcing customer service. Having a convenient, frictionless ways for customers to get a hold of someone who can help will set you apart from your competition.
- Marketing gets your leads, but the deals are made in the follow-up. You need to have a process that is automatic, consistent and trackable.
- Use sample scripts and suggested channels. Make it clear in the subject line how you know the person to avoid being relegated to spam.
- Offer something of value in each exchange. Don't just ask for the business. FrP value drivers:
  - Quick thought on something of immediate value.
  - Direct to a podcast or blog post
  - Offer a free consult or "friends/family" promo discount. Base the investment and value on the opportunity.
- Maintain the appropriate frequency of reconnects.

### Areas to address immediately are:

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2. \_\_\_\_\_  
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3. \_\_\_\_\_  
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### Action Plan:

Action	Timing	Progress	Complete