

Proven Online Marketing Funnels & Product Launches to Give You an Endless Supply of Income & Clients!

5 Ways to Make More Money Now

(Inspired by Dan Kennedy)

An interesting fact - when the economy tanks, so do many businesses. What you may not know – is this is not true for some VERY SMART marketers. For those who are using direct response marketing, they manage to hold their own and even increase their profits in a down economy - go figure.

How is it that a business could manage to increase their profits in such a down economy? Simply put, they're using some proven tactics that have worked for countless other businesses, and the good news is that these same tactics will also work for you.

- 1) **Ask & Get Referrals** - This is THE quickest, easiest and least expensive way for you to increase your business today. Do you have a referral program in place? This is key, being able to communicate to them and ask them for referrals of their friends and colleagues. And why not give them something in return. How much is a new client worth to you? Give them a gift card or donate money to their favorite charity. I've worked with many clients to create proven referrals systems that work to keep their funnels constantly filled with fresh hot new leads.
- 2) **Communicate Regularly with Your Current Clients & Prospects** - How often do you communicate with your clients and prospects? You need to at least communicate with them once a month. I'd recommend 4 times a month or 52 times a year. Communicate with them in a variety of ways, not just through email which can be easily deleted. In your communications give away tons of value and periodically promote something. You can add new services or new products. If they've already bought from you and had a great experience, chances are, they will buy from you again and again! There are many ways to communicate with your clients. I've helped many people, for example, create monthly printed newsletters, email campaigns, direct mail campaigns, and much more.
- 3) **Make A Sale to Get A Client for Life** - Your sole focus in your business ought to be to make a sale to get a client and keep him/her for life. Make your business about your client relationships rather than your products. The more you connect with your clients and prospects and build that relationship, the more likely they will be to keep

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doing business with you over time.

- 4) **Survey Your Clients & Prospects** - This is a fantastic way to get at the pulse of who you are selling to and what are their biggest challenges they're facing. I've used this one a lot in working with my clients. It's really key to be able to put a survey together and find out what the biggest issues are of your clients and prospects and you can use this in creating products, improving your marketing, getting testimonials, etc.

- 5) **Use Proof In Your Marketing** - Nobody can sell you better than other people who've bought and used your products or services. All of your marketing and advertising online and offline should have at least two or three testimonials or many more in them. I've worked with many clients over the years and have developed some great testimonial forms and systems to use to tailor to any business.

Just implementing one of these ideas will help you increase your business and recession proof it for life. Don't wait, write out your plan now to use some of these ideas in your business today!

AND, if you need some help, that's what I'm here for! Reach out to me info@soulfulvisionmarketing.com and let me know how I can help you create a more successful business!