

MARKETING: GETTING YOUR MESSAGE TO YOUR CUSTOMER

You are on your way to success. There will not be much instructions, just simple guidance. Do your best to get these going because it will make or break your business! If something does not make sense, research it. At this point in your business, you should be looking for ways to do things better. You should not have to pay someone unless you are ready to really take things to a whole new level. See what you can do first before relying on someone else. The better informed you are the better it will be when you do have to hire someone.

Set up a webpage. (There are even free ones you can create like Google sites or get your own hosting paid account.) Also, get some online social sites going like Facebook, Twitter or even Youtube. Go where your customers may be and begin connecting with them. A basic webpage will have these pages: About (tells about the business and owners); Contact (usually a form, be careful how you format it so you don't get a bunch of spam); Product/Service (tell what is done and how); Welcome (main page, includes special and enticing info for a new customer as well as tells why someone wants to do business); and a FAQ's page (see below)

Research blogs, forums and websites where your customers are. Leave relevant comments and share your expertise. People will start noticing your name from these legitimate sites. Use big sites like Ask.com and other well-known sites in your industry.

Create a FAQ page. (Frequently Asked Questions) Based on your current understanding of your business and using your problems/solutions page, develop your FAQs. Talk to your mentor and come up with questions that may come up from your business. You can even look on your competitors webpage and see what FAQ's they have. (Change you thinking, no longer is it problems and solutions, it is simply opportunities!!)

Create a comparison sheet. Find your 3 main competitors. If you don't know what they do and what you do differently, how can you do better? Create a sheet with these columns: Company name, what they do better, what we do better than them. Make sure you go over this sheet with your business mentor.

Set up a Google Alerts(watch bonus video). 1. Your Business name 2. Your name 3. Your Business Keywords (specific words related to your business) 'Keywords' are words that someone may use when searching for a business like yours online. For instance, in this course we may use the words "teen entrepreneur" or "business course for teens."

Phone Script (see next page for details on how to develop one of these)

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(continued)

Creating a phone script.

A phone script is new to most people, but it helps you think through how you talk to people. It is simply a series of questions with answers, whichever answer is chosen, leads you to the next line.

Notice how each line asks a question, then the answers lead to the next level where there is another question and answer. This process gets your mind thinking through the many scenarios you may encounter when talking to your customer and prospects about your business.

EXAMPLE:

ASK: Do you currently have a lawn service?

- Yes: Ask: Are they meeting your needs for a good price?
 - Yes, great. May I ask what you like best about them?
 - Yes/Sure: (Let them tell you, then thank them for their time. Jot down notes so you can improve.) I am glad you are happy with your service, thank you so much for your time.
 - No: Thank you for your time, have a great day.
 - No, what would you want done differently? (Listen for their answer.) We would like to show you how we can provide outstanding service at a very reasonable price. May we come by and visit with you?
 - Yes, is your address (list their address and a time you can come by)
 - No, ok, if we can be of any assistance, please don't hesitate to call us at XXX-XXX-XXXX
- No: Would you be interested in getting a great service at a great price?
 - Yes, great. We would love to meet with you in person. What time could we drop by and discuss your needs (wait for an answer). You are still residing at (tell them the address you are looking at). Great see you then.
 - No: Ok, maybe next time. If you need anyone, give us a call at XXX-XXX-XXXX, Have a great day.

If you really want to get this looking really neat, try a mind-mapping software. The one I use is called Xmind and they have a free version. If you saw the acronyms for goals, Andrew used a mind map software to create those.

Now, if you decide to hire a salesman to get customers for you, you have a script they can work off. You are already staying one step ahead for your success, keep it up!