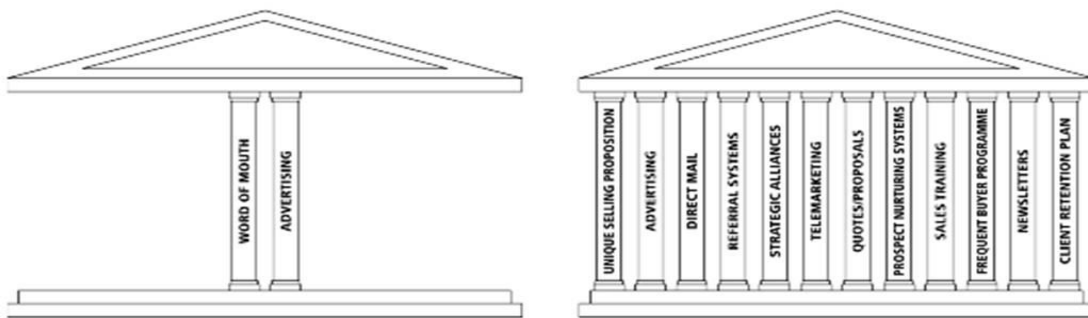


What if your customers can no longer find you?  
Marketing messages are bombarding your customers day and night,  
so where does that leave you?

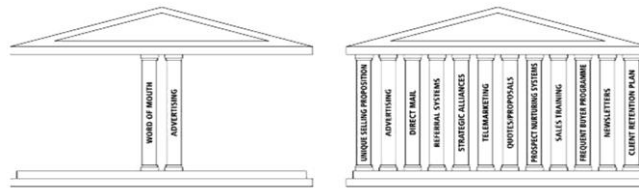
# 10 Insider Secrets to Marketing that gets you more Customers!



10 Pillars to More Customers

# How to get your Customers to find you 24 hours a Day!

## 10 Easy Strategies to More Customers and More Sales



### Customers are your Pillars to Success

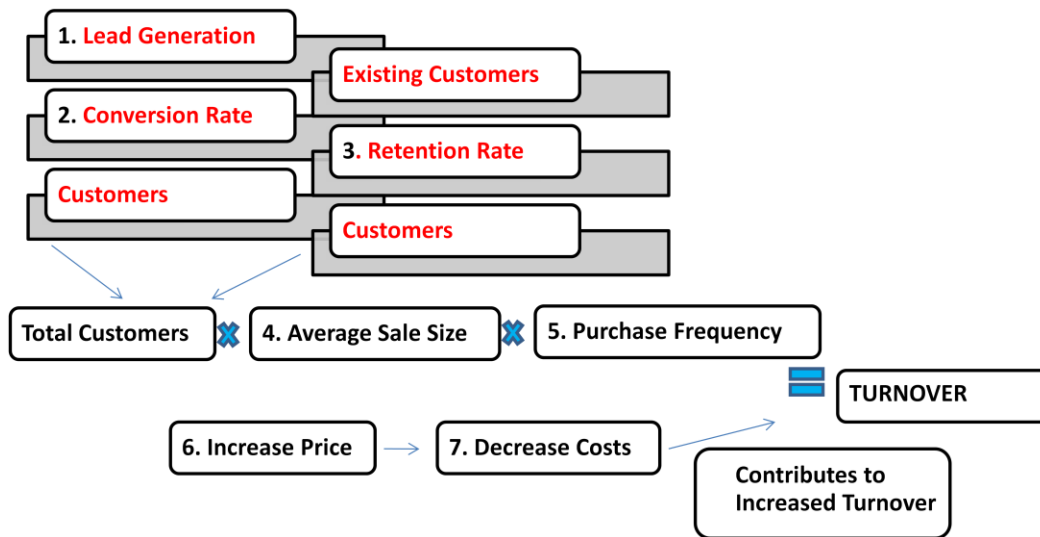
#### The Parthenon Theory

There's a story told about Hans Jacob Andersen when he first came from Denmark to America in 1870, his first English phrase was: "All together, boys." After opening a retail timber yard he specialized in making window frames and founded the Anderson Corporation. In 1904 he set up an assembly line in his factory, well before anyone else thought of working this way.

"All together, boys."

Strength is in numbers. We symbolize this concept with the idea of building multiple Pillars for a Parthenon. Think of your business as a Parthenon. Think of each Customer and each Marketing Strategy in your business as a Pillar supporting your Business. The more marketing you do and customers you have, the better the business works for you and is able to grow.

## 1. Where should I start to get more Customers and more Sales?



There are 7 incredibly powerful Turnover Drivers in every Business.

These are the core areas which grow a business and their relationship is shown graphically above. If you increase each of these Turnover Drivers by **only** 5% your total Turnover will show a **staggering** increase of nearly **41%**!

Yet 5% growth in itself is very easily achievable.

However, you need to first measure your Turnover Drivers:

- How do your customers find you?
- How many enquiries convert to sales?
- How many customers are repeat customers?
- How many customers do you currently have?
- How much does each customer spend with you on average in any one transaction?
- How many times a year does that customer come back to you for more purchases?
- How much can you increase the sale price?
  - Of stock?
  - Of running the business?

For everything you do in business, collect and record the data.

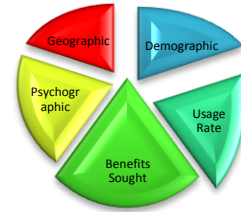
Checking your businesses' figures will allow you to see where you can start improving and by how much. Start with the worst performing Driver first.

Go to: [www.stickybeakmarketing.com/ewp/wheretofirst](http://www.stickybeakmarketing.com/ewp/wheretofirst)

## 2. How do I know what my customers want?

Simple – Ask them!

Marketing is all about building a bridge between your business, the product or service you offer and your potential customers. You first must know who you are selling to. There usually are several segments, or groups, of Buyers in any Market.



Define this and create a Profile of your target markets. Eg you might say you are selling Office Supplies to everyone with an Office needing stationery however, you will find there are several groups of people (segments of your market) with different needs.

To some, getting their Office Supplies delivered fast might be most important.  
To others getting the lowest price over quality might be most important.

You also need to understand that your potential customers use a step by step process to find the product or service you offer. Every segment or group, of your target market will be looking for a different solution. To get access to your potential customers you need to understand how, when and where they are looking to fulfill their needs.

Those are the areas you can tap into to attract your customers' attention.

Go to: [www.stickybeakmarketing.com/ewp/targetmyarket](http://www.stickybeakmarketing.com/ewp/targetmyarket)

## 3. How can I get customers to see me as their best choice?

Defining your Point of Difference or USP (unique selling proposition) is one of the fundamentals of Marketing.

Unfortunately, most business owners do not understand how to find this vital piece of information and use it to their advantage. Great customer service, long years of experience, and a long list of qualifications, expressed in these words, are of no interest to your customer.



What can you do for your customer that your competition is NOT doing?  
Which Pain or Gain can you help your customers with?

A great way to find out what your customers want is to conduct a customer survey. But you must ask the **right** questions. **Your** business is about **your** customers and what **they** want. Find the deeper reason, the emotion, behind your customer's choice of product or service.

Go to: [www.stickybeakmarketing.com/ewp/asktherightquestion](http://www.stickybeakmarketing.com/ewp/asktherightquestion)

#### 4. Where are my customers looking for me?

Marketing in today's world includes getting your Business Online, but you must also understand what your customers are searching for.

Which words are they using to find your product or service online?



Find the keywords they are using and create a specific Online Presence for everyone in your target market segments. This might mean several websites and several points of contact online.

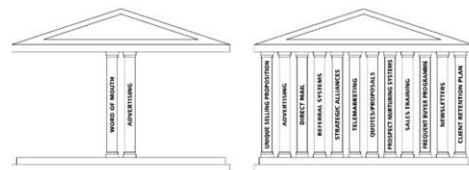
Social Media and Blog Sites are free and an integral part of being seen. They help drive search traffic (potential customers) to your product or service. But you must understand how to convert searches into prospective customers.

Go to: [www.stickybeakmarketing.com/ewp/onlinemarketingmyth](http://www.stickybeakmarketing.com/ewp/onlinemarketingmyth)

#### 5. How much Marketing do I have to do?

The Parthenon Picture visualizes how Promotional activities help build your business. Think of each individual Promotional strategy that attracts either clients or revenue, as a Pillar supporting your Business.

Generally speaking, most businesses only have one or two ways of generating revenue i.e. one or two 'pillars' in place.



THE PARTHENON THEORY

That is usually Word of Mouth and Advertising. What happens if one of those strategies stops working?

Strength is in numbers. The more income producing activities you can build, the better the business runs and is capable of growing.

Do as much Marketing as you can think of, **but do it to a plan.**

Go to: [www.stickybeakmarketing.com/ewp/mymarketingplan](http://www.stickybeakmarketing.com/ewp/mymarketingplan)

## 6. What really is “Great Customer Service”?

The old saying: ‘You never get a second chance to make a good first impression’ stands true today but even more so.

Have you ever phoned or visited a business and been treated so poorly that you’d never consider doing business with them again? The same applies with online contacts. You send an enquiry and hear nothing.



Or you’ve made the purchase and never hear from them again. And just as bad: you’ve made the purchase and are bombarded with almost daily specials.

According to surveys done, price isn’t as important as you may think. Only 15 % of customers change because of price. However, a massive 68% of customers leave because of perceived indifference displayed by the business. To find the right balance of customer contact will depend on what you are selling.

Social Media Marketing is a fantastic way of being in contact with your customers without constantly “selling” to them. Social Media Marketing is about forming long term customer relationships. Go to: [www.stickybeakmarketing.com/ewp/customers](http://www.stickybeakmarketing.com/ewp/customers)

## 7. How do I make my Advertising Work?

Small business seems to have trouble making their Advertising pay for itself.

*“Kodak sells film, but they don’t advertise film. They advertise memories”*

Theodore Levitt

That is the reason why small business has trouble with Advertising. Your customer wants benefits, not the product. It is what the product or service can do for them that is important to them. This is extremely important when setting up your Website, Online Presence and Online Advertising. Online competition is **Global** and you need to be very specific in what it is you are offering to your customers.



And where better to catch the buyer’s attention than in the headline?

People buy for fear of something happening or not happening or to gain something like making more money.

Use a guarantee, a warning or a promise specific to the group of customers you are targeting and the buyer will read on to see what you can do for them.

In the body copy use emotive words and phrases but keep it simple. Proof that your product or service gets results is best displayed by adding a few testimonials from satisfied clients. The most effective way to do this is with a video.

Go to: [www.stickybeakmarketing.com/ewp/greatheadlines](http://www.stickybeakmarketing.com/ewp/greatheadlines)

## 8. Can I get my Customers to work for me?

Most business owners rely heavily on word of mouth for new business, yet, hardly anyone has a system in place to control this area of growth.

Of course, if you want your customers to give referrals, you must first provide exceptional service. Then be pro-active and ask for referrals when the customer is happy with your goods or service.



Sending surprise gifts, saying thank you in writing and offering rewards are all great ways to get more referrals more consistently. And, be consistent in doing this, particularly if one strategy works exceptionally well - keep using it.

Getting referrals from your online sources is actually even easier. Focus your online activities on creating relationships. Use video to bring your message across and make offers to your list asking them to send your offer to their friends and relatives. Viral Marketing is exceptionally powerful with video.

Go to: [www.stickybeakmarketing.com/ewp/bestreferralsystem](http://www.stickybeakmarketing.com/ewp/bestreferralsystem)

## 9. How do I Motivate my Team using Time Management?

Are You like the White Rabbit from 'Alice in Wonderland'?  
Never enough time in the day to get everything done? Time Management is relatively simple yet many people have great trouble implementing it.



The fact is that goal setting works!  
And its implementation has a direct influence on how motivated your staff are. Research studies have shown a direct link between goals and enhanced performance in both sports and business.

Earl Nightingale put it this way, "*People with goals succeed because they know where they are going.*"

You are the leader and should know where the business is heading.  
Make it clear, define the timeframe, involve your Team and set realistic outcomes for them to achieve.

It's as simple as that.

Your Team is your biggest asset so select it well. Combine the most suitable personalities and tailor the tasks to the right personality to achieve a motivated Dream Team.

Go to: [www.stickybeakmarketing.com/ewp/yourpersonalitytest](http://www.stickybeakmarketing.com/ewp/yourpersonalitytest)

## 10. Do I need to get help putting all this in place?

Being a success doesn't mean becoming a slave to your business.

Every new Pillar in your Parthenon, (your revenue creating promotional strategy), is about putting systems and processes in place to build your business to be a re-creatable model. The business should provide consistent value to your customers, employees, suppliers and yourself. How do the best get to the top?

By modeling and asking those who have already done it, for help. Get the best coach, teacher or mentor to show you how to achieve success.

Or find out more about the Stickybeak Marketing online coaching program.

Learn and implement your business building strategies, hand-holding, step-by-step, in your own time with this coaching program. Have your virtual coach by your side whenever you need the help.

Go to [www.stickybeakmarketing.com/ewp/ourproducts](http://www.stickybeakmarketing.com/ewp/ourproducts) right NOW





## About Stickybeak Marketing:

### Who are We?

Stickybeak Marketing offers the knowledge, services and resources every small business owner needs to effectively use Marketing to gain more sales, more customers and better profits. In today's fast paced business world it is hard to keep up with the latest in Online Marketing, understanding Social Media Marketing as well as promoting the face-to-face, traditional part of a business. Stickybeak Marketing offers a proven Business Coaching System, Integrating Traditional and Online Marketing that can be accessed online 24 hours a day by the business owner who wishes to work in their own time, after hours or on the weekend. This comprehensive System also includes Staff Training Tutorials.

### A little bit about business coach Sigrid de Kaste

Going into business is all about working smarter, not harder and that's what Sigrid de Kaste achieved. As a Business Coach, she is now helping other business owners achieve the same. Sigrid de Kaste successfully applied Marketing to build her own businesses to a level where buyers were pushing in fast to be the first to buy her systemized and profitable businesses. Sigrid applied the principle of systems to set up an online coaching program for time poor business owners who want to grow their business, get more customers and make more sales.

### What has this System achieved?

The Business Marketing Program has helped Business Owners to double and triple their Business Sales over 12 months of personal coaching. Those same Marketing Principles are now available as an online system with integrated Online Marketing and Social Media Marketing strategies.

If you want more customers and more sales, go to

[www.stickybeakmarketing.com/ourproducts](http://www.stickybeakmarketing.com/ourproducts) NOW and sign up.

### How does this empower you?

Stickybeak Marketing Online Coaching puts YOU in Charge!! You will be fully equipped to market your business both, online and in traditional ways.

Be coached to understand how Marketing makes your sales soar and gets customers coming to you without spending anything extra on Advertising.

### Special offer for YOU

FREE coaching class: How to know who to Employ – Getting the right person for the job can be a challenge. In this coaching class you will learn how to assess yourself and others and get the job done your way. You can also use what you learn in this class to better understand your friends and family and know what to say when and when not!

Email: [sigriddekaste@gmail.com](mailto:sigriddekaste@gmail.com) to receive this coaching class FREE