

10 ideas to hit your financial goals (Provoking thoughts?)

You know you should be doing it, why the excuses? → Make yourself accountable → AND FINALLY!

Cover logo - do you like what you see? → Test your websites copy → Copywriting skills
No one likes beige

Premium
Standard
Express → Offer packages/tasters → Marketing ladder systems

Or die → Do it → Social media

Tips booklets (to gain client data)
Blog
Speaking
Social media expert
Networking
Its all in your personality → Anyone can sell → Become an expert

What are they thinking when they meet you? - Answer all of:

- Who are you?
- Who's your company?
- What products and services do you sell?
- What does your company stand for?
- Who are your customers?
- What is your track record with a company like mine?

Client Profile and Targets

- What's your vision? → Name the 10 businesses in your local area you want to represent
- Set targets → How will you capture these businesses
- Create strategy → Make it achievable
- Implement

The Real World

- How many sales do you give to people you don't like? → None!
- How often to you buy from someone you don't know? → Network network network!
- Don't cut marketing and training → Remember to train support staff too - they're the first contact
- ASK CLIENTS WHAT THEY WANT! → Don't assume their needs

WHAT needs to change?

Writing your objectives → See Nancy Slessenger!

Client review meetings

- Create or improve your customer survey → Are you gaining useful data?
- Client testimonials → Match them to relevant areas of site