

ADMINISTRATIVE VIEWS


Accurate Business Services (Contact: Jeannine@Accbizsvcs.com)

Volume 5, Issue 4

Listening to Your

Inner Voice

Fall 2005

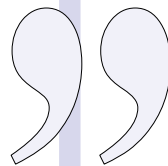


I haven't done a very good job of marketing my business over the past two-years. I've been very fortunate that I have gotten oodles of referrals, and been able to successfully grow my business. Somewhere in the recesses of my mind, there has been something nagging at me for the past six-months. Something that's been telling me to find the time to get my marketing back on track.

So I made the commitment, and decided it was time to hire someone to help get me back on track and in front of my prospects.

Lucky for me, I hit a VistaPrint (www.Vistaprint.com) postcard special and ordered enough to get me through June '06 with my 1,000 contact

database of REALTOR® clients and prospects, and one postcard for my current client/local prospect database of 250 contacts. I now feel energized, and on-track to start re-connecting with all my contacts. And not a moment too

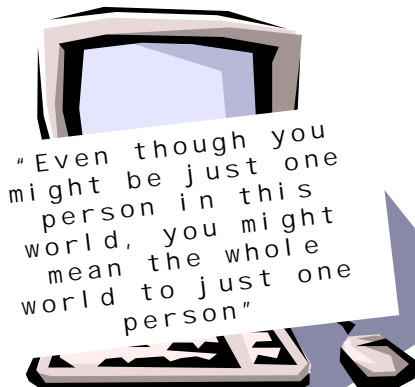


"I'd better move away from that basket that holds all those eggs within it..."

soon...just received two calls in this last week from my two largest clients. One is reducing their service level by 50% (business is slow), and the other is considering hiring a full-time, in-house staff person because her business has grown so much. I'm still working on her, a bit, trying to educate her on the advantages of staying with an independent contractor, like myself, to fill in the gaps, but only time will tell.

The possible loss of this business could directly impact my ability to support my family, and the lifestyle I have grown to enjoy. Isn't it funny how my conscience was there to remind me that I needed to get my marketing plan back on track...guess I'd better move away from that basket that holds all those eggs within it, and get back out there and network, and market myself.

Don't let yourself get too comfortable with your level of growth, always make sure that you have a marketing plan in place that will keep your business growing and on the right track. It's never too late to get started, and it's always a good idea to make sure you stay focused and implement it! :))



10 WAYS TO BUILD TRUST AND BUILD YOUR BUSINESS *By Charlie Cook*

You wouldn't buy a car if you didn't think it could get you home. And you wouldn't purchase it from a dealer you thought was robbing you blind on the price and might not stand behind it if the engine fell out as you drove it off the lot.

Before making a purchase from you, buyers need to trust that your products and services will do what they are supposed to. Does your marketing help establish the trust necessary to convince prospects to buy from you? If you're struggling to attract clients and customers, use the following tactics to convert prospects to clients.

1. GET TESTIMONIALS

No matter how great your credentials are or how much experience you've had, people pay more attention to what OTHERS have to say about you.

Pick up the phone and call your customers to ask what they thought of your product or service, what they liked about it and how it was helpful. Edit their comments, get their permission to use the comments and then feature these testimonials in your marketing materials.

2. USE ARTICLES INSTEAD OF ADS

We have come to distrust ads and to believe what we read in published articles. Invest your time in writing articles to establish yourself as an expert. If you run ads, include testimonials in them.

3. GIVE SOMETHING AWAY

When you give something to people, regardless of the cost, they are more likely to trust you and return the favor by buying something from you. Use an ebook, article, workshop or free demonstration to build trust.

4. GET REFERRALS

When you need a new doctor, lawyer, plumber, carpenter or a place to eat you ask a friend for a referral. You trust the recommendations of people you know, and in fact, that's how the majority of people find jobs. Don't wait for the occasional referral to come in spontaneously; implement a proactive system to generate referrals.

5. EXCHANGE ENDORSEMENTS

Team up with a business you trust that also targets your market. Get them to include an endorsement of your products and services in their marketing and do the same for them. While a personal referral is ideal, an endorsement is a close second. This tactic can double your marketing reach at zero cost.

6. GIVE EXAMPLES

Tell a story instead of making impersonal and dramatic claims of what you or your product does. Use case studies to tell what you did for whom and the difference it made in their life or their business.

7. PERSONALIZE YOUR MARKETING

It's a common misperception that to sound credible your marketing should be dry and impersonal. People do business with people. You need to help prospects get to know you and trust you. Let your passion and personality come across in your marketing as well as your professionalism. Include a picture of yourself, with a smile, in a prominent place on the first page of your marketing materials.

8. REDUCE PERCEIVED RISK

Buyers' biggest concern is how well your product or service will perform. Providing a guarantee may help, but in most cases it's not going to make the sale. Clarify the value you provide and state your commitment to seeing that your clients are not only happy, but ecstatic about your product and services.

9. MAKE CONTACT EASY

If you want clients to get in touch with you, show them how. Put your phone number at the top of your marketing materials and tell them to call. When you call them, give them your phone number again at the end of the conversation and tell them to call. If you have a web site, put a contact form at the bottom of your home page.

10. STAY IN TOUCH

The people you see and talk to on a regular basis are usually the ones you trust the most. Communication isn't the only ingredient for developing trust, but it is a critical one. If you sell services or high end products, a personal phone call is one of the best ways to answer prospects' questions, and to establish trust. Contact your prospects and clients regularly and get feedback on what they are concerned about.



"Tell a story instead of making impersonal and dramatic claims of what you or your product does."

Continued Page 3

"Continued from Page 2

You want to convert prospects to clients and clients to repeat clients. Use these ten marketing tactics to build trust and you'll find more prospects buying your products and services.

2003 © In Mind Communications, LLC. All rights reserved.

The author, Marketing Coach, Charlie Cook, helps independent professionals and small business owners attract more clients and grow their business with the 5 Principles of Highly Effective Marketing. Signup for the Free Marketing Guide and the 'More Business' newsletter, full of practical marketing tips at www.charliecook.net

Sell More with a User Friendly

Website By Leval Duell

Speed up your web site, make it easy for prospective buyers to find what they are looking for, make your web pages easy to read, and make it easy to contact you.

Follow these tips to make your web site user friendly and increase sales.

- Speed up your web site. Your web site's speed has a significant impact on user loyalty. A slow web site will cost you sales. Visitors won't wait more than 10 seconds for your web pages to load. Make your home page fast loading to keep visitors at your site.

- Make it easy for prospective buyers to find what they are looking for. Easy navigation is essential to keeping prospective buyers at your site.

- Provide plenty of links on your home page, giving visitors an overview of your web site's content and choices. Provide links to your home page and main sections such as order form, contact page, products, and articles on every page. Visitors may not visit your pages in the sequence you would like them to. Provide a site map (table of contents) if your site has more than twenty pages. Make sure all links are working.

- Make your web pages easy to read. An easy-to-read, professionally-designed web site can maximize your sales. Use color and spacing to make your web pages easy to read. Dark text on a light background is easy to read. A hint of color softens the screen. Avoid text on dark and busy backgrounds. Break up your sales copy into short, easy-to-read sections and use subheadings to highlight benefits. Split up long pages into several pages.

- Keep pages short. Visitors should be able to see the important information, especially on your home page, without scrolling down. Studies show that more than half of the web surfers never scroll down past the first screen of information, so provide your benefits, site description, and USP at the top of the page.

- Make it easy to contact you. Provide your phone number, email address, and URL (web address) on every page. This will make it easier for people to go back to your web site.

A user-friendly site will sell more. Make your web site user friendly to keep visitors at your site, read your sales materials and buy from you.

Go to <http://www.profitablewebstrategies.com> for more details on how to make your site easy to read, easy to navigate, and fast loading.

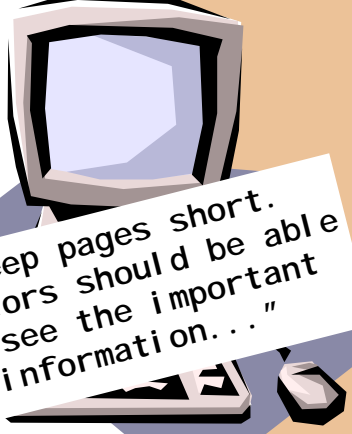
This article is excerpted from Inside Secrets to Developing a Profitable Web Site. Visit <http://www.profitablewebstrategies.com/ebook.htm> for more info.

Web design built on proven marketing strategies!
Read more in-depth articles at <http://www.profitablewebstrategies.com>

FREE monthly ezine "Profitable Web Strategies" provides powerful, non-techie Web design and marketing strategies to increase your online profits.

Subscribe and get a FREE report, "10 Easy Ways to Boost Your Online Sales." Send email to: <mailto:webstrategies@ez-responder.com>

For your convenience we accept all major credit cards through PayPal.com



"Keep pages short. Visitors should be able to see the important information..."

Accurate Business Services

P. O. Box 206
Arnold, MO 63010-0206
Toll Free 1-888-547-6392
www.accbizsvcs.com
Jeannine@accbizsvcs.com

Did you know we accept all
major credit cards?

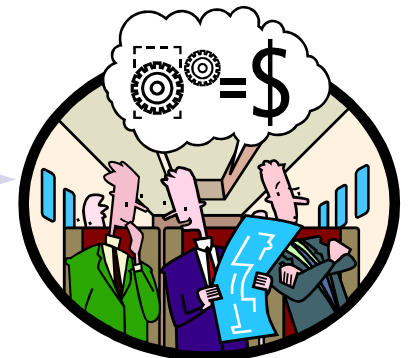


Focus on the things that you get paid
well for doing...

Hire a VA
Let them do the paperwork!

What's inside:

Listening to my Conscience
10 Ways to Build Trust & Build Your Business
Sell More with a User Friendly Website



Business Tips A GOOD CLIENT-VA RELATIONSHIP

Building a good client-VA relationship is a win-win for both parties.

A VA needs to make themselves of value to the client, so that the client will benefit from continuing the relationship...and the client's business will grow.

A client needs to support their VA by providing them with testimonials and referrals.

Providing referrals to your VA can

help them to grow a profitable practice that will be there to serve you for many, many years to come.

As a VA, making sure that you put your client's needs first will go far in building an ethical business that clients will feel comfortable in promoting and honoring with testimonials and referrals....do we see a pattern forming?

I think the thing I LOVE the most

about being a VA is the relationships I have made with people around the globe, as well as those closer to home. Whether talking shop or talking about family and friends, having a VA practice allows me a lot of freedom I would not enjoy in a more structured corporate world.

Building relationships with entrepreneurs that share my vision is the most rewarding part of my business life.