

ADMINISTRATIVE VIEWS

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

Are You The Perfect

Volume 4, Issue 3

VA Target?

Summer 2004

Having our own businesses allows us some incredible freedoms, doesn't it?

When I think back to a time when I first started my business, I remember feeling that incredible pressure to increase my income lickety split. Hours and hours and many of my dollars were expended finding the right mix of marketing to brand myself, and my services, so that I could get the most business I could in the least amount of time, effort, and cash.

Some of the things I did are somewhat frightening to mention, but they allowed me the ability to keep my doors open, and continue to learn and grow.

While I learned many things during this experience adventure, the thing that made the most difference in the future of my business, was figuring out that I could accomplish more work, in less time, and

make more money if I tried to find the "right" client for me. Through this process, I also found the wrong client for me, actually quite a few of them.

I had created a client base that included a handful of clients

“Some of the things I did are somewhat frightening to mention...”

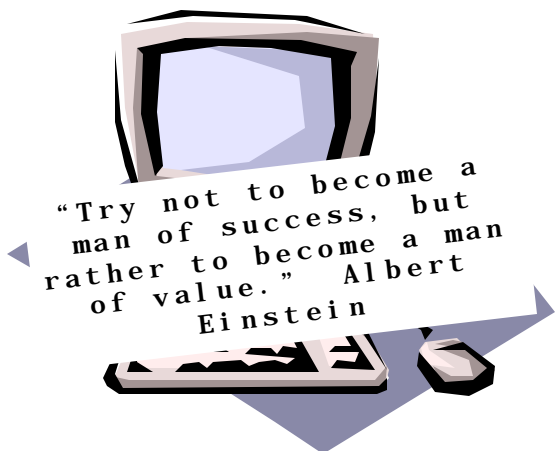
that just didn't understand the concept of working in a virtual environment, only had "rush" projects, and didn't understand the difference between a relationship with an entrepreneur, and a relationship with an employee. And these were the 20% that were using 80% of my time. Working with these clients was preventing me from achieving success in my business.

I am pleased to say that as I slowly changed the direction of my business and looked to attract the right kinds of clients, I have moved my business and career to another level.

It means having to make some hard decisions, because I know these potential clients really DO need help, but we all need to feel valuable, trusted, and respected by our clients, and anything else would make my job difficult and less enjoyable.

The client I'm looking for is organized, knows what they're looking for, has good communication skills, and is interested in building a long-term relationship with someone who is well trained in the business services needed, and who can relate to them on an entrepreneurial level.

I think that's what we're all looking for, someone we can respect, trust, and enjoy having a working relationship with. Those certainly are the traits and characteristics of my perfect VA target!



Creating Client-Grabbing Headlines By Grady Smith

Mere seconds ... that's all you have to grab your prospect and wrestle them into your sales letter. So you've got to be certain that your headline pulls some weight.

Here's a step-by-step checklist I use when creating my own headlines:

1) FIND THE BIGGEST BENEFIT, AND PROMISE IT --

The one thing that makes your product or service irresistible is what you want to announce to the world in your headline.

What does your product do for someone? What makes it stand out from the others like it? Find that big benefit and promise that the reader of your letter can receive it.

2) CREATE CURIOSITY IN YOUR HEADLINES AND SUBHEADS --

You've got to make them want it, or at least want the answer to the question you raised in their mind when reading your headline.

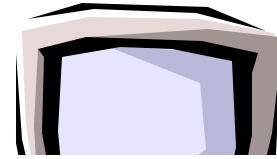
Let me show you a few headlines and show you WHY they build curiosity:

"Why Is AtaPlak Considered The Perfect Kitchen Appliance For Both Busy Mothers and Helper Monkeys?"

The headline above is what I like to call a HUH? Headline. Reading it, you wonder what the heck the point is. But the goal with this headline is to reach mothers and make them wonder why they're grouped with helper monkeys. The reason they're grouped this way? You'd have to read the sales letter.

"20 Minutes From Now You'll Never Need To Mow Your Lawn Again"

Simple headline for anyone that hates the chore of cutting their grass. Tell me, if you're one of those this letter targets, would you continue to read so you could find out how to escape this task in 20 minutes?



"You've got to make them want it, or at least want the answer..."



3) MAKE THE OFFER BELIEVABLE --

Sometimes we make outrageous statements in our headlines to really suck the prospect in. But if the reader can say, "Sure, but it won't work for me" then we've lost them as a potential customer. For example, let's look at this headline:

"Your Dream Car Is Half Price When You Respond Today"

Let's assume this headline was created by a car dealer that had their own financing department and could extend a loan to just about anyone. That would mean those with bad credit could probably get the car they wanted and still take advantage of this offer.

But the problem with the headline is most with credit problems would read it and feel that they wouldn't qualify. In an instant, they set the ad aside because in their mind it's not for them.

But to make the offer something that tells them yes, this offer is for you", I can just add in a few more words to the headline to create the believability needed to pull ALL of the prospects into the letter.

"Your Dream Car Is Half Price When You Respond Today -- Regardless Of Your Credit History"

Done! And now, those with bad credit will understand they're included and they'll dive right into the letter.

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Again, for quick reference, here's the headline checklist I use to sell more...

- 1) Make an offer for a desired benefit in the form of a promise
- 2) Use curiosity to have the prospect read deeper into your ad
- 3) Create believability that shows your prospect they're the perfect candidate for you offer

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FREE: "Secrets of Hard-Hitting Sales Letters" ebook is Grady's gift to those that visit his website. Inside you'll learn the powerful time-tested secrets of pulling a bigger response with your sales letters starting now. Visit <http://www.cheap-copy.com> and get your free ebook.

Bringing Customers Back—Again & Again

By Shari Weiss

People like to be recognized, and that basic human desire has led many business owners to build successful loyalty programs to encourage repeat business and higher sales. Loyalty marketing started to become popular in the 1980s with the deregulation of the airline industry and with the increasing use of computers. Defined as the business process of identifying, maintaining, and increasing the yield from best customers through value-added relationships, this process really gained momentum in the 1990s with the technology boom and more sophisticated and efficient ways to identify consumers and their purchasing preferences.

Brian Woolf, a recognized global leader in loyalty marketing and president of Retail Strategy Center lists seven steps to building sales and profits;

1. **Company Goals**—Describe what your company's 3-year goals are for customers, sales, and profits.
2. **Customer Information**—List all the ways customer information can help in achieving these company goals.
3. **Loyalty Program**—Describe whether you want to capture behaviors of most or just high spending customers. Then introduce a low-cost loyalty program to capture that information.
4. **Action**—Understand your customers and their behavior, and apply those insights toward programs aimed at achieving your corporate goals.
5. **Rewards**—Ensure employee commitment by establishing rewards for the accomplishments of these new customer goals.
6. **Review & Improve**—Review results of these new customer-oriented programs; assess how your results can be improved, act upon this review, and keep repeating the process.
7. **Benchmark**—After your program has settled down (1-2 years), benchmark your results, learn from them, adapt the best ideas to your situation, and move your company to a higher level.



Reprinted from Sam's Club Source Magazine's "On the Job" segment on success stories with loyalty marketing..

"Opportunity is missed by most people because it is dressed in overalls and looks like work." - **Thomas A. Edison**

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

Hire a VA
Let them do the paperwork!

What's inside:

Are You The Perfect VA Target?
Creating Client Grabbing Headlines
Bringing Customers Back Again & Again



Business Tips BRANDING

I hope you enjoy our new business tips section. If you have any suggestions for this section, please contact: Jeannine@Accbizsvcs.com.:

This quarter, I'm addressing "branding", which has become a very popular phrase in business, and one that signifies your business or personal identity to clients, peers, and potential clients.

Branding is designed to make people familiar with you, your business, or your product/service. It can be achieved in any number of ways, but the most basic ways to brand yourself are through, a logo, tagline, a background or photograph that's consistently found on all your correspondence, business cards, website, etc., or something that represents you or your product. Perhaps something like a product sam-

ple give-away when networking.

I have successfully branded myself through a logo, a tagline, and by incorporating my photograph into many of my marketing pieces. It has made a huge impact on creating loyalty and a sense of value and expertise.

Take the time to evaluate what form of branding might work for you, and enjoy the results that branding can provide.