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# Welcome

Congratulations on taking the first step towards becoming a successful entrepreneur by purchasing your Amazing Murals complete business startup kit.

We welcome you to our unique group of entrepreneurs who have become independent business owners, providing an in-demand service to their community.

Operating your own mural business is both fun and rewarding. The process of getting started is easy with the help of our Amazing Murals training guide and startup materials.

We encourage you to take your time to read through the marketing materials completely and follow the many suggestions to successfully market your business.

A successful marketing strategy includes a consistently followed plan which incorporates multiple methods of promoting your business.

We look forward to working with you as you begin your exciting new business opportunity. Your customers will be truly amazed at the results!

## **IMPORTANT NOTE**

The techniques and methods discussed in the following instruction manual are proprietary and may not be shared. It is required that you sign and return the Confidentiality Agreement prior to starting your business.

Amazing Murals™ Business  
Marketing & Promotion Guide

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# Business Growth & Success Guide

## ✪ Success Tip: Follow this Guide ✪

The key to successfully growing your mural business is forming relationships with other businesses and organizations that realize the benefits of your service. There are many methods to market your business from print ads, radio, discounts and television however forming relationships with other businesses and organizations can provide a steady stream of business with little or no cost.

Business relationships are an extremely effective way to grow your business. If you position yourself as a company that can compliment other businesses and provide an incentive for them to provide referrals you will be very successful.

Businesses & organizations that have proven to be excellent partners for mural businesses are as follows:

- Interior Designers
- Nursery Schools
- Daycare Centers
- Places of Worship
- Consignment Shops
- Children's Clothing Stores
- Other home businesses (which offer products for sale through house parties) such as Tupperware, Pampered Chef etc...

## Get Ready

Before you begin trying to form relationships it is very important that you do some work to project a very professional image of you and your company. We can't stress enough how important it is to make a good first impression. The following are key items we encourage you to follow:

### Professional Logo

Get a unique logo professionally designed for your company. Your logo will be used to identify your company and should be used consistently across all your marketing materials. There are many low cost graphics resources available today that will do a great job for a reasonable price. You can also use the Amazing Murals™ logo provided in your startup kit on all of your marketing materials at no cost.

### Professional Printing

Don't cut corners by printing your marketing materials yourself on your inkjet printer. We suggest using a low cost professional printing service such as VistaPrint. Low cost providers such as VistaPrint can do an excellent job printing your business cards and other marketing materials. You'll want to impress your potential partners and clients with very sharp looking presentation materials. You may also purchase additional brochures which are already professionally printed from the Amazing Murals store.

### Website

You will get a free website on the National Association website at: [www.MuralProfessionals.com](http://www.MuralProfessionals.com) with your own personal page as part of your free one year membership. Keep your membership renewed year after year so you get the credibility and visibility that comes with membership. Use your website address on all of your marketing materials and business cards.

### Clothing & Imprinted Items

Clothing embroidered with your logo and imprinted items such as imprinted pens are a great way to demonstrate your professionalism. As mentioned previously, your logo is very important to help create an identity for your business and will give you a professional appearance as you meet potential partners and clients. Wear your embroidered logo shirts wherever you go and you'll be amazed how many people ask you about your company. Ensure that you are ready if asked about your business by always having some business cards and brochures available. Visit the Amazing Murals online store for a great selection of items. We also encourage you to get some pens imprinted with your logo and website address. An imprinted pen is a low cost way to keep your company name in front of a potential partner or client. We suggest some inexpensive pens for potential clients since you may be giving out much more of these and a nicer set of pens specifically for potential partners.

### Local Chamber of Commerce

We also encourage you to join your local chamber of commerce. Your membership will provide additional visibility and allow you to easily network with others in your area. By joining a professional organization in your community you'll gain additional credibility which will help with promoting your business and forming partnerships.

## **Get Set**

### Gain Confidence

Make sure you spend a sufficient amount of time practicing your new mural skills so you are completely comfortable with the process. Start by installing murals for members of your family. Next, go through the entire process with a friend or family member just as you would if they were a real customer. Keep a notepad available and write down any notes so you can address any areas for improvement later.

By gaining confidence in your skills and & business procedures you'll be able to easily answer any questions that a potential partner may ask.

### Donate Your Services

Donating your services to a local charity, religious organization is a great way to gain additional experience and provide a valuable service to your local community. In addition, it provides a great topic of conversation when you are working to obtain partners or customers and they ask about your experience. Consider creating a free star mural for an ill child which is just a nice thing to do and also makes a great article for your local newspaper. Newspapers are continually looking for positive stories about businesses who help the local community. Contact your local Make a Wish office which would likely be happy to work with you.

### Produce a Professional Product

The quality of the final product you produce is a key factor in obtaining partners and customers. Follow the training manuals in your Amazing Murals™ kit and practice until you have built the confidence to begin. Creating a professional portfolio as instructed to demonstrate the glow-in-the-dark star murals and take photos of your wall mural installations and place in a nice album. It is very important to show others that you deliver nothing but the most professional services.

## Go

### Network at Association Meetings

Now that you've joined one or more business groups you'll want to start networking and meeting other business owners. Business groups will schedule regular meetings so be sure to add these to your calendar. Don't be apprehensive about getting out there and networking, business groups like your local chamber of commerce welcome new business owners and you'll be amazed how many people would be happy to mentor you as you begin your new business.

Wear your embroidered logo shirt and make sure you have some business cards and brochures readily available. You'll find that it is not very difficult to meet new people in this forum as it is a comfortable environment where business owners are looking for ways to better and grow their businesses.

### Make a List

Start building a list of potential partners and their contact info using membership directories from associations you have joined, such as your local chamber. You can also use the yellow pages, web searches and advertisements from local newspapers.

### Send Letters

Send an introduction letter to potential partners along with your brochure and business card. You may use the letters located on your Resources CD to get you started. Make your letter stand out by suggesting what you can do to help their business or organization. A good partner is a very valuable asset to your business and well worth the time and effort to obtain. Offer to meet so you can explain your services, provide your marketing materials and show them a sample.

### Follow-Up

Following up with potential partners you've met or contacted by mail is a very important step. Take the time to follow up by making a phone call or send a thank you note if you met them personally. Patience and persistence is very important when following up, don't take a lack of response as a sign that they are not interested because they are likely just busy running their business. Keep trying to get a response by calling or writing and your patience will result in additional partners.

### Form Partnerships

Establish partner relationships by suggesting a plan and be open to any suggestions a potential partner suggests. Keep in mind that you want your partner motivated to provide referrals regularly so your proposal should be attractive. We suggest that you propose the following:

- You supply the partner with brochures and a brochure holder.
- You offer his/her clients a % discount on services (10%, 15% or 20% are typical) Optionally insert a coupon printed on bright color paper into the brochure. Place a time limit on the coupon for the best results.
- You offer to provide the partner's brochure to your customers.
- You offer to include the partner's name and contact info on a Partner page of your company website.
- You offer to either provide a cash referral bonus for each referral or donation to their organization.

The proposal described above offers excellent incentives which make your partnership very attractive. You'll be providing clear benefits to both the partner and their client. If you only ask them to provide your brochures without offering the other benefits, they may not be as motivated and are likely to forget. Simply price your services slightly higher than you may have originally planned in order to make the discount and referral bonus feasible.

#### Continue to Network

Continue to leverage your association memberships on a regular basis. Take the time to attend meetings and attend events to continue building powerful relationships. Many groups will also publish their own newsletter. Contact the editor to see if your unique new company can be mentioned in the next edition. Other ideas include providing free logo pens on a table at your next association meeting.

#### Nurture Your Relationships

Taking the time to nurture your business relationships is very important. You've worked hard to obtain your partners be sure you don't take them for granted. Make sure you send holiday cards, take them to lunch occasionally and follow up with a phone call to check in and see if they need any more brochures. Once you get busy operating your business it's easy to forget about your partners, place an auto reminder on your calendar once per month to call and say hello.

We also encourage you to consider is stopping by personally on occasion to say hello. If you invest in maintaining your business relationships you'll find that they will take you far with growing your business!

#### Commitment to Growing Your Business

Commit yourself to growing your business step-by-step and you'll succeed. Set aside a time in your weekly schedule to focus on marketing and partnerships. If you dedicate some time in your schedule on a regular basis you'll find that your investment will pay off. We suggest you place that time on your electronic calendar as a recurring appointment so you don't forget. If you are patient and persistent with your efforts you'll achieve excellent results. Continually promoting your business is a very important activity that is key to your success. Get passionate about your new business and you WILL succeed!

# Low Cost Marketing Strategies

## ***Effective Marketing Strategies that Don't Break the Bank***

Here are some inexpensive marketing strategies that can help bring in new and repeat customers for your business.

Every start-up business goes through phases of needing to try something different to increase their exposure and bring in new clients. Even established businesses need to revisit their marketing strategies every once in a while to help bring in new and repeat business.

### **A Company Website**

This is probably one of the best and most cost effective forms of having your company visible to your potential clients....and its available 24/7! You will get a free website on the National Association website at: [www.MuralProfessionals.com](http://www.MuralProfessionals.com) with your own personal page as part of your free one year membership. Keep your membership renewed year after year so you get the credibility and visibility that comes with membership. Use your website address on all of your marketing materials.

### **Your Vehicle**

The reason you see so many vehicles emblazoned with advertising is that it works; vehicle advertising is very visible small business advertising. If you're not ready for custom graphics, go for a magnetic sign that you can remove when you want or window decals which are fairly inexpensive. If you really want to stand out, by a unique looking car such as a Volkswagen beetle and have it brightly painted along with your business graphics. Look up "Signs" or "Automobile Lettering" in your local yellow pages and remember to include your website address on any vehicle advertising.

### **Join Your Local Business Associations**

Join associations and don't forget to get involved! Your local Board of Trade or Chamber of Commerce can provide an abundance of opportunities for your business. The networking events are a way to meet other business professionals in your community. Getting involved in the committees allows you to share your expertise and be recognized by your fellow members. In addition, by joining your local Better Business Bureau you'll instantly lend credibility to your company.

### **Pinup Flyers**

Include a tear-off section on the bottom and put the flyers up at your local stores and other locations that may have bulletin boards.

### **Keep in Touch Marketing**

Keeping in touch is a great way to earn repeat business and referrals. Send a personalized thank you notes to new clients, holiday cards that simply says thank you, and consider writing a monthly newsletter (print and/or online) for all your customers and contacts. Convenient websites such as [www.SendOutCards.com](http://www.SendOutCards.com) and [www.ConstantContact.com](http://www.ConstantContact.com) make it simple to send out notes and newsletters in a very professional format.

### **Clothing**

As a small business owner you already eat and sleep your business, so why not wear it too. You can get reasonably priced T-Shirts and embroidered polo shirts at your local shop and give them to your friends and family to wear. In addition, you'll look very professional wearing an embroidered polo shirt when working with clients and business partners.

### **Articles & Press Releases**

Writing articles is a good way to receive exposure and it also helps you to be regarded as an expert in your field. Press releases can be used to announce a new business, when you provide a new service, or any other time you have some news to tell. There are 2 keys to a press release... the Headline and making sure it doesn't sound like an advertisement, but more like it is news. Use the press release available in the start-up kit to announce your new business.

### **Networking**

This is another highly beneficial and cost efficient way to get the word out about your business. Attend designated networking events as often as possible. Also, when possible, follow the Three Foot Rule... if appropriate, strike up a conversation with anyone within 3 feet of yourself and be sure to bring up your business.

### **Testimonials**

These can be implemented into many pieces of marketing. Include a sentence or two in your advertisements, brochures, newsletters, and you can even dedicate a whole page on your website to the kudos you receive from satisfied clients.

No matter which marketing efforts you use, keep track of how your inquiries and new clients learn about your business. Don't be afraid to ask them how they heard about you and/or your business. Asking only takes a couple of seconds and the results will show you which strategy is working for you the best.

Put your imagination to work instead of your wallet and watch your business grow.

# Getting & Keeping Customers

Once you know the rules to marketing you can apply them to map out your marketing strategy. To win the marketing game, you need to know the rules. The key rules to getting the clients you want are:

- Market Solutions
- Target Your Market
- Demonstrate Value
- Build Your Network
- Stay in Touch

## **Market Solutions**

Most service professionals focus their marketing on their expertise, their approach and the products and services they offer. While competence is a key to doing the work, most clients' primary concern is getting problems solved and having their spoken and unspoken needs met. Instead of marketing your credentials, your processes and methodology, market your knowledge and the solutions you offer.

Marketing is about making connections, specifically between a client's unmet need and the solutions you provide. The best way to impress clients is to show them you understand their needs and concerns. If you want to leverage your credentials, mention past clients when you provide examples of how you solved similar problems.

## **Target Your Market**

Are you getting a positive response to your marketing efforts? If not, then you may not have targeted your market and their specific needs and interests precisely enough. Independent professionals or small business owners often try to do the impossible and be everything to everybody. Instead define your niche market and get the attention of this group.

## **Demonstrate Value**

Actions speak louder than words. If you want clients to be aware of the value of your products or services, you will need to give them a test drive. Open the door with newsletters or articles found on your web site. Over time demonstrating the value you provide will convince prospective clients of your ability to solve their problems and help position you as a trusted advisor.

### **Build Your Network**

The objective is to know who is interested in your products and services. Networking is a good idea because people like to buy products from people they know and trust. If they've met you or been referred to you they are more likely to trust you.

You can build your network of prospects through conventional networking or through your web site and email. Either way the more qualified prospects you have in your network the better.

### **Stay in Touch**

Memories are short. Once we hit middle age most of us can't remember what we had for dinner two days ago, much less the host of services various firms provide. In most cases it's safe to assume your target market has forgotten about the range of solutions you offer.

Stay in touch with your target market on a monthly or, at a minimum quarterly basis. When you contact people be clear about the action you want prospective, existing and past clients to take.

### **Win the Marketing Game**

Once you know the rules to marketing you can apply them to map out your marketing strategy, and to select marketing tactics that will continue to grow your business.

# Getting Your Share of the Mature Market

## **10 Ways to Get Your Share of the Mature Market**

Every 7.7 seconds someone in the United States turns 50. The 50+ population controls more than \$7 trillion in wealth and is responsible for 50% of all discretionary spending. It purchases 41% of all new cars, buys 80% of all luxury travel, and is 30% more likely to purchase products online than younger users.

So, how do you reach them? First, recognize that the over 50 crowd are not all alike. They are more diverse than any other market segment, spanning those at the peak of their careers, to active, independent seniors, to the elderly in need of care.

Here are some clues to communicating with and ultimately selling to the new mature market.

- Do not talk down to, or treat them as children, or remind them of their age. Most do not consider themselves "old."
- Although there is disagreement about using words like "senior citizen," reserve such terms for World War II veterans, but not for the leading edge of the baby boomers who started turning 55 in 2001.
- Use realistic but positive images of mature people. Show people with wrinkles but have them doing something active.
- Stick to the facts about your product or service. Mature people make more independent judgments and base their decisions on information rather than peer pressure.
- Design your communications so that older people will stick around and read what you have to say.
- Avoid "hype" at all costs. The older consumer has "seen it all" and is naturally skeptical.
- Win mature people over gradually. You will have to gain their trust before they will buy from you.
- Give them content. Older people are avid readers and will appreciate the information you provide.

Get with the "age wave" now, and find ways to profit from this incredible, growing group of consumers. Grandparents are a great target market because they love to give gifts to their grandchildren. Your Amazing Murals™ will make an awesome gift!

# Newspaper Advertising

## ***Your Business and Newspaper Advertising***

If you haven't done it yet, prepare a press release for all the local newspapers in your area. You can find some excellent tips online by searching on "Press Release Tips" or you may simply use the one provided in your startup kit on CD. When it comes to actually placing your classified ads avoid your larger metropolitan newspapers. Classified advertising in large newspapers is fruitless for a small business owner unless you happen to rent or sell real estate.

The smaller weekly, bi-weekly or monthly papers are usually easier to work with and have less expensive advertising rates.

Prepare a list of all the newspapers that you feel would be a good resource for your business. Your first step should be to call or visit each of them and request a "media kit." What you receive can vary from a single page "rate sheet" to an elaborate portfolio.

Expect the receptionist to attempt to turn you over to a sales rep. Try and avoid speaking to the sales person, but the "gatekeepers" are usually very well trained and will make every attempt to have you speak with a sales person. Whatever happens, do not place any advertising at this point. You are on a fact finding mission only.

Review the material in the media kit. At the very least you should receive a copy of the publication, a rate sheet and a list of upcoming seasonal specials. You may very well receive two separate rate sheets. One will be for "classified ads" and the other will be for "display" ads.

Once you have reviewed all the material you've gathered, create a new list of those publications that meet your criteria. One thing to note is the difference in rates between classified and display advertising. Display advertising rates are substantially higher.

Once you have your list ready, call and ask to speak to the sales rep that covers your area. The sales rep wants your advertising and will do whatever is necessary to get it. Their job is to sell ads but a good rep will take the time to help you put together an ad campaign that will meet your budget and expectations.

Negotiate with the sales rep to have your press release run concurrent with a paid display ad. It needn't be a huge ad, just make sure that they are both on the same page and it's large enough to be noticed.

Make a deal for a 12 or 16 week run of a smaller display ad. That will give you "leverage" with the sales rep and they will see you as a potentially serious advertiser, generating substantial ad revenue in the future.

You probably won't be able to get your ad "above the fold" but try. If you are given a choice of below the fold outside or above the fold inside, take below the fold. If they know what they are doing, they won't put ads above the fold anyway.

Pick up any print media and you will see that text is usually above the fold. Ads run from left to right and right to left depending on the page. If you begin at the outside edge of the page to the center (whether it's the left page or the right), the ads will generally be tiered like a pyramid from outside to center sloping downward.

We read from left to right. So if you are on the left side of the paper, you want your ad to be seen first, BEFORE the eyes read the text to follow.

If you are on the right side of the paper, you want to be the last thing they see at the end of a line. So outside is always best. Outside ad placement is reserved for larger sales and are almost always read.

Always ask about "seasonal" specials. Most publications have one or several special inserts or, in some cases, entire issues that are published during specific seasons.

Keep these tips in mind and you'll be on your way to successful newspaper advertising!

Use the Print Ads provided on the Business & Marketing Resources CD in your training kit or work with the creative department of your local publications to create a custom ad. Many publications are happy to create a FREE ad in order to obtain your advertising.

The print ads from the Business & Marketing Resources CD are provided on the following page for your reference:

**Document name: [PrintAds.doc](#)**

Simply add your contact info and supply to your local town newspapers which can assist with formatting to the size ad you choose. You may also optionally supply a company or Amazing Murals™ logo to make your ad stand out. Many local papers offer free services to help design an ad within your budget.

## **Stargazing in Bed**

*Invisible by Day ~ Magical by Night*

### **Custom Glow-in-the-Dark Star Murals!**

- ★ Transform your boring ceiling into a Galaxy ★
- ★ Give the gift of an Amazing Star Mural ★
  - ★ Kids Absolutely Love it! ★

**Call Sam Smith at (999) 999-9999**

**ABC Murals**

**[www.MuralProfessionals.com/Smith](http://www.MuralProfessionals.com/Smith)**

## **Amazing Wall Murals**

*Transform a boring wall into an exciting place*

### **Over 8,000 Images to Select !**

- ★ Sizes for Any Budget ★
- ★ Give your room an Amazing Transformation ★
- ★ Durable, Removable & Quickly Installed ★

**Call Sam Smith at (999) 999-9999**

**ABC Murals**

**[www.MuralProfessionals.com/Smith](http://www.MuralProfessionals.com/Smith)**

## Did you know ?

Stargazing in bed helps you  
relax and sleep better!

### Glow-in-the-Dark Star Murals

- ★ Custom Painted ★
- ★ Certified Mural Artist ★
- ★ Peaceful & Relaxing ~ Take your Stress Away ★
- ★ Perfect for Kid's Room ★

**Call Sam Smith at (999) 999-9999**

**ABC Murals**

[www.MuralProfessionals.com/Smith](http://www.MuralProfessionals.com/Smith)

## got a boring room ?

### Get an Amazing Wall Mural!

***Over 8,000 Images Available !***

- ★ Sizes for Any Budget ★
- ★ Give your room an Amazing Transformation ★
- ★ Durable, Removable & Quickly Installed ★

**Call Sam Smith at (999) 999-9999**

**ABC Murals**

[www.MuralProfessionals.com/Smith](http://www.MuralProfessionals.com/Smith)

# Image-Building Tips

## ***Put a positive spin on sales by creating a professional image***

There's so much talk about "image" nowadays. In addition to marketers and managers, there are now spin doctors, who polish their clients' images by putting the best spin on what the public hears and sees. As a new business owner, it's important to be your own spin doctor, molding and honing your business image to successfully appeal to your prospects and customers.

Small business owner's often worry that potential customers will see their new business as merely a hobby and want to know how to be taken seriously. Thousands of entrepreneurs nationwide are faced with the same dilemma. The key is to create an image that communicates professionalism right from the start . . . beginning when customers call your company for the first time.

Every time your phone rings, what your prospects hear makes a big difference in the way they perceive your business. Here are four steps you can take to make your business sound professional:

- Choose a great company name. Your company needs a name that's descriptive and easily recognizable. If the name you've started out with isn't working, change it.
- Answer professionally. Answer the phone clearly and distinctly with the company name, followed by your own name, to help the caller remember it.
- Record a professional-sounding message. The way your phone is answered when you're unavailable says a lot about your concern for customer satisfaction. One simple solution is using voice mail from your local phone company. For less than \$10 per month, voice mail allows your callers to leave you a message even when you're on the line. Whether you use voice mail or an answering machine, make sure your outgoing message is upbeat, short, crisp and professional.
- Become an expert at describing what you do. Write down a single, clear sentence that describes what your company does. Then memorize it and repeat it in every contact with prospects, from networking to cold calls. Being able to describe your business in a consistent, memorable fashion is a great way to position your company in your prospects' minds.

When it comes to creating an image for your business, what your prospects see is as important as what they hear. To convey an image of professionalism and stability, you'll need a family of top-quality tools that work together.

- Start with a stationery package. To stand out, coordinate two-color business cards with letterhead and matching envelopes. Add a distinctive logo with help from your printer or a graphic designer. Then use your logo on all your printed materials to maintain a consistent visual image. You may also use the Amazing Murals logo provided in our startup kit if you prefer.
- Utilize the Amazing Murals™ information brochures. This single tool will convey that your company is solid and stable. The professional brochures will also communicate the benefits of selecting your company and create a distinct visual image.
- Polish your forms. Print invoices, contracts and estimates on letterhead or pre-printed forms, so every communication your prospects and customers receive from your business conveys a consistent, professional image.

# Getting Others to Promote Your Business

When people ask if they can help you, be prepared to say yes with these simple strategies.

How many times have friends, family and associates said "If there's anything I can do to help you, let me know"? How often have you said "Well, now that you mention it, there are a few things you could do"? If you're like most people, you aren't prepared to accept help at the moment it's offered. You let opportunity slip by because you haven't given enough thought to the kinds of help you need. You haven't made the connection between specific items or services you need and the people who can supply them. But when help is offered, it's to your advantage to be prepared and to respond by stating a specific need.

Don't let the next opportunity for others to help slip through your fingers! Being prepared with some simple requests can make a real difference in the success of your business. Systematic referral marketing requires that you determine, as precisely as possible, the type of help you want and need. There are many ways your sources can help you promote yourself and your business:

1. **They can provide you with referrals.** The kind of support you'd most like to get from your contacts is referrals--the names of specific individuals who need your products and services. They can also give prospects your name and number. As the number of referrals you receive increases, so does your potential for increasing the percentage of your business generated through referrals.
2. **They can introduce you to prospects.** Your contacts can help you build new relationships faster by introducing you in person to people they think need your products and services. Furthermore, they can provide you with key information about the prospect. They can also tell the prospect a few things about you, your business, how the two of you met, some of the things you and the prospect have in common, and the value of your products and services.
3. **They can endorse your products and services.** By telling others what they've gained from using your products or services in presentations or informal conversations, your sources can encourage others to use your products or services.
4. **They can display your literature and products in their offices and homes.** If these items are displayed well--such as on a counter or bulletin board in a waiting room--visitors will ask questions or read the information. Some may take your promotional materials and display them in other places, increasing your visibility.
5. **They can distribute your information.** Your contacts can help you distribute marketing materials. For instance, a dry cleaner might attach a coupon from the hair salon next door to each plastic bag he/she uses to cover customers' clothes. Look for businesses that compliment yours and you'll quickly grow without spending a penny!

- 6. They can publish information for you.** Your contacts may be able to get information about you and your business printed in publications they subscribe to and in which they have some input or influence. For example, a source who belongs to an association that publishes a newsletter might help you get an article published or persuade the editor to run a story about you.

Keep this list with you and add to it as other needs occur to you. Knowing how to match your needs with the right sources is key to obtaining the type of help you need. But remember--it's a two-way street. These support activities are also things you can do to help your contacts promote their businesses and generate referrals. Helping your sources achieve their goals goes a long way toward building effective and rewarding relationships.

Finally, it's good practice to develop a list of ways to reward referral sources for helping you. Once a referral has become a customer, be sure to recognize and reward your source appropriately. Doing so encourages them to send you more referrals. Distinguish between tangible (e.g., cash) and intangible (e.g., a public thank-you) rewards. Estimate the cost, and set aside some money to pay for your recognition program. The key is to find a unique, memorable way to say "Thank you" and to encourage your colleagues and friends to keep sending you referrals that turn into business.

It may take a while, but if you've selected and trained your sources well, and if you use the system to its best advantage, you will speed up the process of turning the ever important referral into business.

# Marketing to Moms

Moms still control 80% of household expenditures and represent \$1.6 trillion in annual spending. With that in mind, following are some thoughts on marketing to this powerful demographic:

- **Your Mama!** Whose mom are you targeting? There are single moms, long-time married moms, new moms in their teens, 50-year-old moms of teens, step-moms, adoptive moms, executive moms, stay-at-home moms, Hispanic moms (the fastest growing market segment)...and more moms. Some segments have very different needs, priorities, shopping patterns and media preferences than others.
- **3 Little Words** Despite these differences there are three key messages destined to win moms' hearts: *health, safety and education*. Prove that your product can offer her family one or more of the above, and she's yours. Show that you can throw in convenience, value and family fun, and you have a partner for life.
- **Media for the Message** Because these messages are so important to moms, PR is a much more effective way to convey them than advertising. Moms want to feel assured that their choices are the best ones for their families. They are far more likely to conclude that when the anchor of their local news channel or a writer in the local paper singles out your product or company.
- **Mother's Day** Moms can be found pushing carriages through the park, driving in carpools, running businesses, attending their kids' sporting events, working out at the gym, planning family vacations, dropping off at child care centers, attending PTA meetings, joining playgroups, stopping at fast food restaurants and racing through supermarkets. These are just a few opportunities to reach moms on a grassroots level via sampling, partnerships, special events, newsletters, seminars, publicity, promotions and other activities.
- **Buy 1, Get Tons Free** Convince one mom and you've moved multitudes. It's moms that other moms turn to for advice and validation. Moms exhaustively discuss every choice from the right stroller brand to the best high school. Word of mouth's got nothing on what one marketer calls "*word of mom*". A discount offer for Moms which they can pass on to friends works great.
- **Get the Kids to Bed Fast** Moms are exhausted by the end of the day so if you market the glow-in-the-dark star murals as a way to get kids to sleep fast and on-time you are bound to get a fantastic response. The star murals are really a built-in night light and help kids get to sleep that are afraid of the dark. Focus some advertising around this key point to get results.

## Getting Local Press

While national media coverage is the goal of many companies' public relations campaigns, local press attention – grassroots impact – is key for others. Here's a look at best bets for creating local print and broadcast stories:

- **Me First! (Not "Me Too")**

Is your company opening the first business of its kind in the area? This "New!" idea may be enough to pique press interest – or not. To better your chances, identify a great human interest story, whether it belongs to the facility's local owner, employees – or customers. Not the first and only? Present yourself as a key part of a growing trend!

- **Community Connection**

If your company has been in the area for a while, look at what it is doing to give back to the neighborhood. Fundraising for a local cause, holding a holiday party for kids in the community and offering distinctive employee benefits all make for good copy.

- **Business News**

The right business angles can have as much appeal to local media as more consumer-oriented ones. Share the news if your company has exceptional sales growth in tough economic times, a unique product or service, distinctive training procedures or an innovative approach. Check local media for awards programs and business-of-the-month profile opportunities, too.

- **Press Release**

Make a list of local newspapers, magazines and television stations including contact information for the editors. You can typically find the necessary contact info in the front of the printed publication or on the publication or television website.

Use the Press Release provided on the Business & Marketing Resources CD in your training kit; insert your name and contact information in the designated areas. Send out your completed Press Release to announce your new business.

The Press Release is provided on the following page for your reference:

**Document name: [PressRelease.doc](#)**

FOR IMMEDIATE RELEASE

## **New Mural Business Makes Amazing Transformations**

Contact: **Sam Brown**  
Phone: **(999) 999-9999**  
Email: **samb@abcmurals.com**  
URL: **www.abcmurals.com**

**Anytown, State**

Recently entrepreneur **Sam Brown** realized that many home and business owners would like to quickly transform spaces in their homes or place of business into something new and exciting.

**Brown** formed a new company, **ABC Murals** which installs wall murals and one of a kind glow-in-the-dark star ceiling murals in the local community.

“Our unique service and specialized training allows us to quickly transform rooms into far away exotic places with many options available”, says **Brown**, “Our services are great for homeowners who would like to add an interesting element to their homes and for business owners who want to create an inviting and impressionable space.”

**Brown’s** company has hundreds of wall mural choices available as well as many exciting star ceiling mural packages. The wall murals are made using a smart stick technology which makes them removable without damaging paint or walls and can typically be installed in about an hour.

The glow-in-the-dark star ceiling murals are truly unique and installed using the highest quality professional glow paints available. **Brown** uses GLOWMAX™ paints which are nontoxic, odorless, completely safe and only available to trained professionals. The paints are also nearly invisible so you won’t notice that there is an amazing star mural on the ceiling during the daytime. It only takes a couple of hours to transform a ceiling into an amazing new space which makes stargazing in bed possible.

**Brown** welcomes the opportunity to help transform one or many rooms into an exciting new space with depth and interest. “Kids just love the murals”, says **Brown**, “They make a great gift for any event”.

**ABC Murals services Anytown1, Anytown2** and surrounding areas. Additional details may be found on the web at: [www.MuralProfessionals.com/Brown](http://www.MuralProfessionals.com/Brown).

###

# Five Ways Small Businesses Can Make the Most of Facebook

Small business owners are usually stretched pretty thin in terms of time and budget. Most businesses want to thrive on Facebook but can't devote the kind of time they'd really want to make an impact. Try spending about 10 minutes a day on your Facebook page for regular upkeep. It's always a good rule of thumb to expect the initial setup of your page to be 80 percent of your Facebook time commitment and then the other 20 percent for consistent updates and maintenance 10 minutes a day.

Why devote 10 minutes a day to Facebook? There are many reasons why, but most importantly Facebook can help strengthen your relationships with your customers. The smaller your business, the more important these connections can be to help keep your company thriving. Highlighting the human factor of your company is what creates strong relationships between customers and your business. Facebook helps facilitate these emotional connections on a larger scale before or after an in store visit, phone call or other customer interaction.

Here are five ways to make the most of your time on Facebook:

## **1. Use Photos to Share Your Products and Services:**

Photos are the most effective means of driving engagement on Facebook, according to a study by Buddy Media, because people are innately visual and Facebook caters to this fact. The more quality interactions customers have with your photos on Facebook, the more word of mouth marketing works to spread the news of your business to your customers and their Facebook friends. People are innately intrigued by what they can't typically see, so give them a behind the scenes look at what's happening at your business. Share photos of your processes, like making a coffee if you own a cafe or repairing a sweater if you're a seamstress. Also, showcase your employees (preferably smiling) to further bring attention to the human aspect of your business. Often businesses are discouraged because they don't have an expensive SLR camera, but all it takes today for a stunning photo is shooting with the camera on your smartphone. Snap away and begin posting to see what is and isn't resonating with your audience.

## **2. Facebook Offers:**

Advertise your online or in store sales using Facebook's new ad unit called Offers. This ad allows a business owner to highlight their existing promotions within the Facebook's ecosystem to a larger audience than they would be able to regularly reach when posting. This is a paid ad, but the first ad is free for small businesses. After your first ad has run, the price is dependant on how many people you wish your offer to reach. These ads are relatively inexpensive and can cost as little as \$10 to reach 5,000 to 9,000 relevant people. Think of this feature as pay to play reach for your business.

Facebook suggests the following quick tips for making the most of Offers:

- Give high quality and exclusive offers.
- Re-share offer post every three days; do not post a new one.

- Pin the offers post to top of your page.
- Offer text should be short with a clear call to action; leave out marketing jargon.
- Images should be colorful and simple.

### **3. Install Free Apps on Your Page:**

Every Facebook page has a banner displaying four tabs at the top right, below your cover photo. One of these tabs, which can't be changed, is the photos tab that highlights all the photos shared on your Facebook page up to this point. What you can change and customize for your business are the other three tabs to the right of the photo tab which allow you to highlight applications of your choice, free or paid. It's not required, but it's certainly recommended that you add apps to these tabs to provide a more engaging experience. Whether you wish to showcase your upcoming events, Instagram photos, tweets, email sign up form or whatever else, there's plenty of free applications like these in this sentence to choose from. Start by searching the Facebook App Center for apps you'd like to add to your page and if you come up short, use a search engine to find a Facebook app (since Facebook search can be unreliable at times). For example, search: facebook email app in Google, Bing or Yahoo.

### **4. Schedule Posts from Facebook:**

Your time is valuable; maybe you don't have 10 minutes a day to spare for Facebook everyday. Facebook allows page owners to schedule posts to be published at a later date. Set aside time to schedule posts at the beginning or end of the week to make sure you're giving your business proper coverage on Facebook, while saving yourself time. This feature allows admins to schedule links, photos, status update and videos ahead of time. At this time, you can't schedule photo albums, events, questions, offers or milestones. Begin by choosing what type of content you wish to add to your Page, write text for it and then choose the small clock icon in the lower-left of the sharing tool. Choose the future year, month, day, hour and minute you'd like your post to go live and then click schedule to finalize your posting.

You can delete scheduled posts from your activity log but you can't edit them, so make sure you're satisfied with your scheduled posts before finalizing. This is a perfect tool to get ahead on your Facebook posts. Be sure to return to your page each day, to respond to any feedback on your Facebook page.

### **5. Interact with Customers Right from Your Smartphone:**

When a person posts on your wall or on a post shared on your Page, it's extremely important to respond with insightful information in a timely manner when appropriate. Answering questions, responding to compliments, dealing with complaints and removing spam is one of the most important ways to give your audience the best experience possible on Facebook. Your community is made up of your current and potential customers, supporting them in any way you can will help strengthen their relationship with your business. Satisfaction helps breed loyalty. If your customers feel both loyal to your business, it's more likely you'll have a strong, long-term connection with them.

## Recommended Marketing Books

**Entrepreneur Magazine's  
Ultimate Small Business Marketing Guide: Over 1500 Great Marketing Tricks  
That Will Drive Your Business Through the Roof**

**by James Stephenson**

**The Best of Guerrilla Marketing:  
Guerrilla Marketing Remix**

**by Jay Conrad Levinson**

**Guerrilla Marketing Excellence  
The 50 Golden Rules for Small-Business Success**

**by Jay Conrad Levinson**

## Promoting Your Business on Talk Radio for FREE

Talk radio is booming. There are now well over 1000 radio stations in the United States programming talk shows full time. If you count individual talk shows, the number zooms up to 3000.

This is a tremendous opportunity for small business people. The promotional boost that talk radio gives you can be immense and, best of all, it's free.

All of those 3000 shows need guests. Nothing scares a talk show host more than the idea of having to go it alone. Hopefully, the telephone rings with lots of interesting callers, but that's not always the case. Radio talk hosts everywhere know that you NEED A GUEST to make the show fly.

That's where YOU come in. A talk show guest gets to put on display--in front of thousands of ears-- their expertise and business. Do you have to be the best in your business, or be a good talker? No! All you have to do to be on a talk show is have some information that will interest the show's listeners.

That can be as simple as giving listeners some ideas on how to fix their car, save more money, grow a nicer lawn, stay out of legal trouble, pay fewer taxes, or in your case how a new mural can improve their home. You can expect a talk radio show to be interested if your product or service is helpful to the community. Murals are great for relaxation and perfect to get kids to bed, especially if they are afraid of the dark.

"But what will I say? What if I sound stupid?" people often ask. Don't worry. It's the talk show host's job to make you sound good. Most will help you along by asking you questions which make it easy for you to keep your ideas on track. Try to sound alive and energetic to keep the audience excited and interested.

Try to Schedule yourself as a guest since it's unlikely that a talk radio station will call you out of the blue. You must contact them so don't be shy. Talk radio NEEDS YOU. They can't do their jobs without the help of guests.

Start by making a phone call to the radio station receptionist. Ask to talk with the program director or the host or producer of one of their popular talk shows.

Once you find the right person, express your interest in being a guest, either live in the studio or over the phone.

Accentuate the useful and interesting information that you can provide their listeners. This isn't the time to play up the fact that you want to promote your business.

Follow up with a letter covering what was said, a sheet of information about you and your business, and another page with some questions you would like them to ask you.

The day before your scheduled appearance on the talk show, call the show host or producer and confirm your date. If it's a telephone interview, send them the printed

material again. For a live interview, bring several examples of your work to show those on the program.

The reason for all this repetition and redundancy is that radio people are notorious for forgetting and losing everything you send them. Their schedules are extremely busy. Don't expect them to be able to keep the first copies you send them. Keep providing them with more.

Now here's a touch that will set you apart from 95% of talk show guests. Send the host and producer a hand-written thank you note. Not many people do this, and radio folks really appreciate it. You're twice as likely to be asked back the next time you call to set up a guest slot.

# 5 Essential Steps for Marketing Your New Business

## 1. What is your market?

Decide who your main customers are. As a group: How old are they? Where do they live? How much money do they make? What kinds of jobs do they have and what are their interests?

The better you can sketch a detailed profile of the kinds of people who will be your main customers, the better you'll fare in the next four steps.

## 2. What kinds of media do your main customers use?

Each type of media has its own target audience. Each radio station, newspaper, magazine, or TV program tries to interest a specific segment of the population. The trick is to match your main customers with the kinds of media they use.

A Top 40 radio station tries to reach teenagers and 18 to 34-year-old women. The local newspaper may be geared to homeowners over the age of 35. An industry trade magazine might be read mostly by senior managers scattered all around the country.

If you aren't sure what group a media outlet is targeting, ask their sales department. Maybe you have a service business that will be of interest to people living in a certain neighborhood. Flyers delivered door-to-door could be the best way to let prospects know about you.

Remember that media isn't just TV and newspapers.

Effective media can be anything that conveys your message. Media choices range from million dollar commercials in the Super Bowl to a few free pens with your name on them.

## 3. Limit the media you use to what you can afford to use consistently

The key to effective marketing is consistency. You have to hit the audience with your message again, and again, and again.

Marketers use the Rule of Seven. Prospects must see or hear your message seven times before they consider buying.

Don't blow your entire marketing budget on a one-shot media blitz. Choose a less expensive type of media that you can afford to use week after week. That's how you get marketing success.

#### **4. Sell the main benefit of your product or service**

Make your marketing client-centered. How does your product or service improve your customer's life? Talk to your customer from their own perspective. Does your product or service help? Make

Your marketing should drive home this most important benefit as clearly and directly as possible. Customers buy benefits! When you advertise the features of your product or service, connect those features to the benefits they will bring the customer.

#### **5. And finally, don't miss out on FREE publicity**

Radio, TV, newspapers, newsletters, and magazines are constantly on the lookout for good stories. Prospective customers will be impressed if a media outlet features a story on what you do.

Is there something about you or your business that would interest other people?

Is there something about your business that is newsworthy?

Maybe you have useful information to share with others.

Consider sending a press release to your local newspapers, there is one ready to go in your business kit. Better yet, make a phone call to the news desk. Radio DJs can often be persuaded to talk about your business, especially if it helps people or is interesting. Consider your cable TV company's community bulletin board which is another excellent marketing opportunity.

Last, but certainly not least, remember to promote your business on-line. The net is open to everyone. It's the only "big" media that allows the small business person to get their message out at very low cost. Make sure your web page is up and running on the Mural Professionals website.

These are the five essential steps to effective marketing. Keep them in mind as market your new business.

## Advertise in School Papers, Programs and Church Bulletins

For maximum impact, you not only want your marketing to publicize your product or service, you also want it to build your good name in the community.

One inexpensive way you can do this is to support school and church organizations. Many papers, programs, and bulletins accept a limited amount of advertising. The music programs at many schools also look for businesses to advertise in their concert programs.

Amy lived in a small town where big newspaper advertising was unavailable. Instead, she turned to her high school newspaper and to the bulletins of several local churches. She found that these publications were happy to let her run tasteful display ads for a fraction of what a major newspaper would charge.

These ads are almost always low-cost and can sometimes be written off as a non-profit donation. Not only will you be helping to fund an organization or activity important to many members of your community, you will be seen as an important member of the cultural fabric.

TV stations and newspapers spend considerable money and time supporting community activities. There's a good reason for it, it allows them to be seen by business leaders and consumers as indispensable community institutions.

Your business, no matter how small, can get the same benefit by following their example (even if on a smaller level).

Look for opportunities to support and advertise in non-profit, community publications and watch your business grow!

# Radio Advertising

There's an old rule that when you have a LOT of something, the price goes down which is definitely the case with radio. You may find a handful of TV stations in your town, and a major newspaper or two, but you've likely got one, two, even three dozen radio stations broadcasting.

Whereas it can cost hundreds or thousands to get a single ad on TV or in major daily newspapers, radio commercials usually go for under \$100 and often much lower (under \$10 in small towns).

Radio combines less expensive ad rates with large, well- targeted audiences to give you an excellent value.

Almost everyone listens to radio. Most people claim to listen at least 2 hours each day. Young people listen to pop stations, baby boomers love softer stations and stations that play oldies. People over 55 (and increasingly people of all ages) listen to talk and news stations. Contact the stations in your area which you feel would broadcast to your target market.

Make sure your radio commercial offers an attractive deal. Keep to a few basic ideas, repeating your contact info multiple times. Radio stations are happy to work with you to develop an ad to meet your budget. Make a list of local radio stations you feel would be good choices, then call their advertising departments to learn their procedures and to get pricing information.

Get prepared by putting together an information summary sheet including your company name, slogan, contact information and key benefits of your service. Let the radio talent at your local station do what they do best and help sell your service.

Get the word out about your valuable service and watch your business grow and prosper!

## Build Loyalty and Grow Referrals

Even though it's one of the most powerful ways to build your business, most business owners don't send out personal cards because they don't know when it's appropriate, what to say, or they feel it doesn't apply to them because their business is different.

It doesn't matter what profession you are in, your business depends on relationships and if your clients and customers aren't staying with you for the long haul and bringing their friends, there's a flaw in the system.

A Technical Assistance Research Project conducted in Washington, D.C. a couple of years ago revealed the following reasons why customers leave a business:

1%	-	Death
3%	-	Move Away
5%	-	Buy from a friend
9%	-	Are sold by a competitor
14%	-	Product price
68%	-	Perceived indifference

You can add together the first five percentages listed, double them and they still won't amount to the number of clients and customers you lose because they don't have a sense of relationship with you.

In order to create a bond, clients need individual attention, acknowledgement and a feeling that they are genuinely appreciated.

The simple greeting card has the power to make that happen.

Following are some creative scripts you can use in a card to strengthen your client and prospect relationships. You will be astounded by the impact this individual attention has on the number of referrals you attract, the loyalty of your existing clients, and the reduction in complaints, returns, and advertising expenses.

**After a Networking Event** - It was a pleasure meeting you at XYZ last evening. Thank you for sharing your time and telling me about your company's vision for the future. I have been fortunate to work with outstanding individuals like yourself and would consider it an honor to help you reach your vision. If you have any questions, please don't hesitate to call.

**After a Customer Makes a Purchase** - Thank you! It was a pleasure to serve you and I would like to acknowledge you for your superb taste in \_\_\_\_\_. My goal is to provide you with the best customer service you have ever experienced so you will return and confidently refer your friends. Please contact the customer service number below if you require assistance and you will be served with the utmost care.

**After a Prospect Says No** - Thank you for giving us the opportunity to provide a proposal. Although we were not selected to be your service provider at this time, we are continuously adding to our array of services and may be able to serve you in the future. Please contact us as you encounter future needs and we will be happy to help you find an appropriate solution.

**After a Telephone Conversation** - Thank you for your time today. It was a pleasure to speak with you and learn more about your business needs. In respect for your busy schedule, I will contact you only once our evaluation is complete. It should take no more than two weeks. I look forward to the possibility of a mutually beneficial business relationship with you.

**After Receiving A Referral** - Thank you for your kind referral. It's an honor to serve your friends and family and you can rest assured they will receive the highest level of attention and service possible.

**After an Interview** - It was a pleasure to meet you today. Thank you for your time. I delivered a portfolio to your assistant shortly afterward so you may explore the range of services offered in greater detail. If I can serve you in anyway, please do not hesitate to call.

**Birthdays** - Happy Birthday "name"! It's clients like you who make going to work every day a reason to celebrate. Have a super day today and every day! I appreciate you and wish you the very best.

**Anniversaries** - Happy 1st Mural Anniversary. I trust you've had a wonderful year and wish you many more ahead. If I can do anything to help further enhance your home, please let me know. I'm only a phone call away.

**Thanksgiving** - As this time of year rolls around, I reflect on all of the wonderful events and people in my life and think of you. Thank you for your business over the past year. It is always a pleasure to serve you and I look forward to many more years of showing my gratitude by giving you the best service possible.

Find reasons to send your clients and prospects cards. A few cards a day should take less than ten minutes.

If you've heard of a new addition to a family, send a congratulations card. In the event of a loss, express your deepest sympathy. If a customer mentions his 25th wedding anniversary is in two weeks, send a Happy Anniversary card.

These simple acts of kindness go a long way in building relationships that last a lifetime.

Replacing lost customers is expensive and time consuming. Keeping them is inexpensive and highly rewarding not only in terms of your bottom line, but in the quality of relationships you create.

# 10 Easy Ways to Make Your Flyer Stand Out in the Crowd

A flyer is an inexpensive and highly effective way to grab attention in a very busy marketplace.

How do you make your flyer stand out in the crowd? Here are some great techniques that professional designers use to make flyers "pop."

## **1. Write a snappy headline or title**

Make it memorable, unusual or provocative using a few carefully chosen powerful words. Popular titles contain one or more of these words: Easy, The Secrets to, Unlock, Finally, Insider, Time Sensitive, How to, Free Bonuses, Now You Can, Discover, Proven.

## **2. Use colorful or striking graphics**

One large image will have more impact than many smaller images. A stunning photo or illustration grabs attention, creates a mood, and supports your story. This image is your "focal point" and will draw your readers in. You can purchase inexpensive but quality stock photos on the Internet. Download individual photos or purchase a CD with hundreds of images.

## **3. Focus on the benefits of your product or service**

Your prospects will ask the question, "What's in it for me?" Write from their perspective using the words "you" and "your." Avoid using the following words: we, us, I and our. Be sure to keep your text short and to the point. Some of the most powerful words to use are: free, save, love, new, results, and guarantee. Break up long paragraphs with bullet points and place them in a separate box.

## **4. Use compelling testimonials and case studies**

Nothing strikes a chord like an endorsement from a happy customer, especially if it demonstrates the results they've had with your product or service. Be sure to include the first and last name, company name and location of the person providing the endorsement.

## **5. Organize your page with boxes, borders and areas of contrasting colors**

You don't need to fill your flyer with wall-to-wall text and graphics. Incorporate some white space to make certain elements stand out and to make the flyer easy to read.

## **6. Make your points easily identifiable**

Highlight titles and subtitles in bold, but avoid using ALL CAPS because they are more difficult to read.

## **7. Don't get too complicated**

Make it simple with two typefaces, and align items to a grid. Your page layout program will provide non- printing guidelines. Use the "snap to guidelines" function to align items easily to the grid. Be aware of printing margins. I suggest you create your layout with 1/2" margins on all sides, or add 1/8" for bleeds on items that print off the edge of the page.

## **8. Don't forget to proofread**

Have someone else proofread your work. Check your contact information. Dial the phone numbers on the flyer to make sure they are correct, and type in the URL of your website to make sure it is correct, too.

## **9. If you are on a tight budget, try this**

Select bright- colored or unique paper, and print with black ink. Use shades of grey to provide tones and contrasting background areas.

## **10. Offer a discount or special limited-time price**

Design a coupon on the bottom quarter of the flyer. Be sure to clearly state the deadlines and limitations of the offer. If it is a mail-in coupon, be sure to include the payment specifications with areas for filling out credit card information, mailing address, etc.

You don't need to reinvent the wheel when creating your flyer. Use these proven techniques and you will see big results in your marketing efforts.

# Powerful Marketing Tips for your Small Business

## **Print your best small ad on a postcard and mail it to prospects in your targeted market**

People read postcards when the message is brief. A small ad on a postcard can drive a high volume of traffic to your web site and generate a flood of sales leads for a very small cost.

No single marketing effort works all the time for every business, so rotate several marketing tactics and vary your approach

Your customers tune out after awhile if you toot only one note. Not only that, YOU get bored. Marketing can be fun, so take advantage of the thousands of opportunities available for communicating your value to customers. But don't be arbitrary about your selection of a variety of marketing ploys. Plan carefully. Get feedback from customers and adapt your efforts accordingly.

## **Use buddy marketing to promote your business**

For example, if you send out brochures, you could include a leaflet and/or business card of another business, which had agreed to do the same for you. This gives you the chance to reach a whole new pool of potential customers.

## **Answer Your Phone Differently**

Try announcing a special offer when you answer the phone. For example you could say, "Good morning, this is Sam Smith with ABC Murals; ask me about my special marketing offer." The caller is compelled to ask about the offer. Sure, many companies have recorded messages that play when you're tied up in a queue, but who do you know that has a live message? I certainly haven't heard of anyone. Make sure your offer is aggressive and increase your caller's urgency by including a not-so- distant expiration date.

## **Stick It!**

Use stickers, stamps and handwritten notes on all of your direct mail efforts and day-to-day business mail. Remember, when you put a sticker or handwritten message on the outside of an envelope, it has the impact of a miniature billboard. People read it first; however, the message should be short and concise so it can be read in less than 10 seconds.

## **Send a Second Offer to Your Customers Immediately after a Purchase**

Your customer just purchased a custom mural. Send a handwritten note to your customer thanking them for their business and informing them that upon their return with "this note" they may take advantage of a private offer, such as 20% off their next purchase. To create urgency, remember to include an expiration date.

## **Newsletters**

Did you know it costs six times more to make a sale to a new customer than to an existing one? You can use newsletters to focus your marketing on past customers. Keep costs down by sacrificing frequency and high production values. If printed newsletters are too expensive, consider an email newsletter sent to people who subscribe at your Web site.

## **Seminars/ Open house**

Hosting an event is a great way to gain face time with key customers and prospects as well as get your company name circulating. With the right programming, you'll be rewarded with a nice turnout and media coverage. If it's a seminar, limit the attendance and charge a fee. A fee gives the impression of value. Free often connotes, whether intended or not, that attendees will have to endure a sales pitch.

## **Bartering**

This is an excellent tool to promote your business and get others to use your product and services. You can trade your product for advertising space or for another company's product or service. This is especially helpful when two companies on limited budgets can exchange their services.

## **Mail Outs**

Enclose your brochure, ad, flyer etc. in all your outgoing mail. It doesn't cost any additional postage and you'll be surprised at who could use what you're offering.

# RESOURCES

## Amazing Murals™ Logo

The Amazing Murals™ logos are provided on the Resources CD in your business training startup kit. You have full permission to utilize the logo on all of your marketing materials for your independent company.

Some business owners simply use our logo along with their unique business name and others choose to have their own unique company logo created.

A simple low cost way to get started is to simply use the Amazing Murals logo provided which you can easily upload to an online printer such as [www.VistaPrint.com](http://www.VistaPrint.com) to have business cards and stationary created.

Since you will be operating your own independent business, you should always reference your legal business name on all of your printed materials when using our logo.

Use of the Amazing Murals™ logo in no way indicates a business relationship between our company NAHIP, LLC (The developer of the Amazing Murals™ Training) and your independent company. The logo simply indicates that you have utilized our Amazing Murals™ training materials.



Simply Amazing™



## Letters



The Business & Marketing Resources CD provided in your business training kit contains documents in Microsoft Word format. You may copy any of the documents on the CD to your computer and modify them to meet your specific needs.

**Document name: LettersProspectPhoneCallFollowupHomeowner.doc**

Your Mural Business Name  
123 Main St.  
Anycity, State 12345

January 1, 2014

Prospective Client Name  
1 Main St.  
Anycity, State 12345

Dear Mr/Mrs \_\_\_\_\_:

It was a pleasure speaking with you the other day about our unique mural installation services.

We have hundreds of wall mural choices available as well as many exciting star ceiling mural packages.

Our wall murals are made using a smart stick technology which makes them removable without damaging your paint or walls. In addition, we can typically install wall murals in about an hour.

Our star ceiling murals are truly unique and installed using the highest quality professional glow paints available. Our GLOWMAX™ paints are non-toxic, odorless and completely safe. Our paints are also nearly invisible so you won't notice that there is an amazing star mural on the ceiling during the daytime. It only takes a couple of hours to transform a ceiling into an amazing new space where you can star gaze while lying in your bed.

We welcome the opportunity to help transform one or many rooms in your home into an exciting new space with depth and interest. Kids love our Amazing Murals which make a great gift for any event. We have many options available to work within your budget.

I have enclosed our brochure for your review. Please do not hesitate to contact me for any questions and feel free to contact me for a free no obligation in-home consultation so I can show you my portfolio and discuss the many options available.

Best Regards,

Your Name

**Document name: LettersProspectPhoneCallFollowupBusiness.doc**

Your Mural Business Name  
123 Main St.  
Anycity, State 12345

January 1, 2014

Prospective Business Name  
1 Main St.  
Anycity, State 12345

Dear Mr/Mrs \_\_\_\_\_:

It was a pleasure speaking with you recently about our unique mural installation services.

We have hundreds of wall mural choices available which can quickly transform your business into an exciting new space.

Our wall murals are made using a smart stick technology which makes them removable without damaging your paint or walls. In addition, we can typically install wall murals in about an hour per room.

We welcome the opportunity to help transform your business into an exciting new space with depth and interest. We can work with your business schedule to ensure that the installation is done at a convenient time which will not disrupt your normal business.

Adding one or more amazing murals to your business is a quick and simple way to make your business stand out from your competitors. We have many options available to work within your budget.

I have enclosed our brochure for your review. Please do not hesitate to contact me for any questions and feel free to contact me for a free no obligation onsite consultation so I can show you my portfolio and discuss the many options available.

Best Regards,

Your Name

**Document name: LettersPartnerRequestBrochurePlacement.doc**

Your Mural Business Name  
123 Main St.  
Anycity, State 12345

January 1, 2014

Local Business Name  
1 Main St.  
Anycity, State 12345

Dear Business Owner:

I recently started a new business in our community offering the installation of both wall murals and glow-in-the-dark star ceiling murals.

Our unique service and specialized training allows us to quickly transform rooms into far away exotic places with many options available.

Our services are great for homeowners who would like to add an interesting element to their homes and for business owners who want to create an inviting and impressionable space.

I have enclosed our brochure so you can easily learn more about my business and service offerings along with my business card.

It is my feeling that many of your customers would be very interested in the services offered by my company.

I believe we have an excellent opportunity to help grow each other's business. I would like to place some brochures in your place of business so your customers can learn about my service offerings. In exchange, I would be happy to share information, coupons or other literature from your business with my customers.

Please contact me if you would be interested in working together to further grow both our businesses.

Best Regards,

Your Name

**Document name: LettersPartnerRequestInteriorDesigners.doc**

Your Mural Business Name  
123 Main St.  
Anycity, State 12345

January 1, 2014

Interior Designer Business Name  
1 Main St.  
Anycity, State 12345

Dear Mr./Mrs. \_\_\_\_\_:

I recently started a new business in our community offering the installation of both wall murals and glow-in-the-dark star ceiling murals.

Our unique service and specialized training allows us to quickly transform rooms into far away exotic places with many options available.

Our services are great for homeowners who would like to add an interesting element to their homes and for business owners who want to create an inviting and impressionable space.

I have enclosed our brochure so you can easily learn more about my company and service offerings along with my business card.

It is my feeling that many of your clients would be very interested in the services offered by my company.

I believe that we have an excellent opportunity to work together. I'm confident that many of your clients would welcome our wall and ceiling murals integrated as part of your overall design.

Please contact me if you would be interested offering our products and services to your clients. I'm certain we can work out an arrangement that benefits both our companies.

Best Regards,

Your Name

**Document name: LettersPartnerRequestBrochurePlacementThankyou.doc**

Your Mural Business Name  
123 Main St.  
Anycity, State 12345

January 1, 2014

Partner Company Name  
Contact Name  
1 Main St.  
Anycity, State 12345

Dear Mr/Mrs \_\_\_\_\_:

Thank you very much for taking the time to speak with me the other day regarding our mural business.

I am impressed with your company and believe we have an excellent opportunity to help grow each other's business.

Thank you for your interest in our services. I truly appreciate you agreeing to make our brochures available in your place of business. I also look forward to sharing information about your company with my clients to help your business grow.

I look forward to working with you! I will stop by very soon to deliver some brochures and would be happy to pickup any items you would like me to share with my customers.

Best Regards,

Your Name

**Document name: LettersCustomerThankYou.doc**

Your Mural Business Name  
123 Main St.  
Anycity, State 12345

January 1, 2014

Client Name  
1 Main St.  
Anycity, State 12345

Dear Mr/Mrs \_\_\_\_\_:

I would like to personally thank you for giving my company the opportunity to help transform your home into a truly unique space.

Now that your mural has been completed, I hope that you and your family will enjoy it for many years to come.

Should you need any further assistance, please do not hesitate to contact me.

I welcome the opportunity to provide any further services to you, your friends, family or associates.

Thanks again! I truly appreciate your business.

Best Regards,

Your Name