

Creativity _ à _ la _ Carte

A Handy Marketing Strategy Solutions Consultant

How to Position Your Business for a
Word of Mouth Campaign & Implement a
Referral System to help you grow.



Together we can strategically grow your Business.
claudia@creativityalacarte.com or call (510) 763-1907

“Your income can only grow to the extent you do” –T. Harv Eker

Introduction

I put this booklet together to help my clients think through their own business practices. It is easy to get caught up with “*what you have to do*” to run your business (consulting, programming, etc) and forget “*what you need to do*” (keep your clients active) to keep your customer database thriving. This little report will help you think about the current state of your business and how by implementing a few things you can instigate business growth. Apply some of the following simple steps and you will see a difference within a few weeks. Please send me feedback as to how this has helped your business.

Focus on your Client Base

The advice I give to all my business clients before engaging in costly Marketing or Advertising campaigns is to consider growing what you currently have internally. Your client base already knows what to expect from you, they know your value and with a simple request will go to great lengths for you.

Your number one asset is your customer database. They are the people who trust you. You have worked hard at bringing them in; be diligent at keeping them in.

The Value of your Market

Are you in touch with what your competition is doing? Are there any new products or services making news, generating interest? Are you competitively pricing your services? Are you packaging your offerings? Are you offering any new customer promotions? Your findings will give you *a fresh perspective to identify any opportunities, and develop any new services to complement and grow your business.*

The goal is to regularly and consistently *re-invent yourself* to serve current customers (with added value in your offerings); attract new ones (with creative “pull” strategies); and ultimately help you enjoy what you do. Your clients will see your enthusiasm.

“No one get’s enriched without enriching others” – M. Thurber



MARKETING STRATEGY TECHNIQUES

POSITIONING

Product

- For word of mouth to happen your product or service must be extraordinary, a superior product, adding value to a particular person or market. You can easily position it as such by highlighting all the benefits and how your particular style makes it outstanding; a must see or try.

Circle of Influence

- Surrounding yourself with a circle of professionals who complement you will add credibility to your offerings. These individuals can be aligned to your area of service; building these relationships can position you as an expert in your field, as they will refer their clients to you for specific support. For example a Communications consultant can create working relationships with Sales trainers and Image consultants; a web-designer can build a strong outside referral system with graphic designers, printing shops, marketing consultants, etc. A personal coach can build alliances with business groups' extended learning needs and business training seminar leaders, etc. This circle is powerful as they will spread the word about your services and offerings; work on becoming a mutually agreed alliance.

Word of Mouth gives prospective clients someone else's experience, which is needed for making sure it is safe to see you and evidence that the product or service you are offering is worthy.

What's your story?

- The most powerful way to instigate word of mouth is by sharing a compelling story or creating a fantastic experience for your clients to talk about with their friends and family. People love to talk, so give them many reasons to. Share stories, teach them something new, give them free tips to improve anything in their lives (remember people are very busy, so give them things that save them time).
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Receiving Testimonials

- How do you thank your clients for their patronage? Are you collecting satisfied and wholehearted customer testimonials on how your product or service has positively affected their lives or met their desired needs? These are very valuable comments that should be used on your marketing collateral, website, and any other material detailing what you offer, including your business cards (the back side is a good place).

Give people a reason to buy from you personally—create your value, focus on your strengths and sell them.

Spreading the word

- Do you ask your clients for their referrals by word of mouth? For example, do you ever ask if they know someone who could benefit from your services? Do you directly tell them you are growing the business and asking them to name three people (followed up with an invitation to sample what you have to offer)?

A Referral System

- Do your clients have access to marketing collateral they can forward or send to colleagues, friends and family? Do you have a website where people that have been referred to you have easy access to your information? In other words, do you have a front-end system that helps you give information, track who is interested, and have a follow-up strategy to keep them in your database and receiving reminders on your offers consistently? In sales, this is your Lead-generation, interest building.

What are the rewards for spreading the word?

- Do you have a reward program for referrals? How do you thank your clients for their referrals? What incentives do you offer to show appreciation? Discounts? Finder's fees?

Getting them in the door

- Do you have a system for people to have a direct or low risk experience with your product, such as a demonstration or a way of sampling your offer with a free trial? Do you have a way of reducing overall risk? A guarantee on what you offer? The key to turning an individual lead into a customer is to get them in the door. Once you do that, it is much easier to enroll them in what you have to offer. They are already interested, now it's a matter of delivering the value. This is why defining your product from the very beginning is very important. You worked so hard to get them in the door, servicing their needs should now be effortless.

Most of my clients have a **front end system**- a strategy to get people in the door; yet often times feel overwhelmed because they cannot deliver the product or service (back-end) to the demand. This is why planning for success is good for you, anticipate a full-house. On the other hand, I also have clients who master their **back end-system** (it's their product or service expertise) but lack the time or marketing savvy to generate interest and leads up front. You need both to be efficient with your time and to succeed.

This booklet gives you techniques and insights on how to position your business for a Word of Mouth campaign. It addresses what Referral Systems you can use to capture new clients, and is a guideline for re-thinking the way you grow your business.

Need on-going or jump-start support?

Creativity à la Carte works with clients to develop strategies and systems that position businesses for growth. I make myself available at an hourly and/or per project fixed-rate. Give me a call at (510) 673-1907 or send an email to claudia@creativityalacarte.com. Together we can strengthen your business.

Here are some testimonials on how my work helps others succeed:

“Working with Claudia is a real learning experience. She has helped me see the value of my business in a new wonderful way. She is professional, well organized and when she says she'll do something "it's done"

--Deborah Biron, voice and communication specialist
President and Owner of *The Speaking Bridge*

"Claudia's clear and direct approach to utilizing our existing customer base has given our company a fresh start in a new marketing approach without spending a lot of money. We've always known that word of mouth is the best referral source and now we have a better sense of how to make that happen."

--Celedra Gildea, PhD, MFT

“I found it a very valuable reminder of an area of my business that I keep meaning to get to but the demands of the day keep me "too busy." With this little booklet in front of me, I have an overall picture of what I have to do and it also acts as a check list to keep me on track. The clear and concise info is obviously the result of years of marketing experience. It reminds me of Isaac Singer spending years inventing the sewing machine so we can just sit down and make something. Thank you, Claudia, for bringing light to this most critical area of building a successful business”.

Shamala, *Shamala Designs*, Owner