

**Growth Strategies** for your business

**You are ready for a growth strategy if:**

1. Your business is not growing at an acceptable rate
2. You have bottom line responsibility for your organization's success
3. You can control your budgets and time
4. You win if your business grows

**What are some successful growth strategies?**

***1. Become an Expert***

How?

1. Say you are – An unsupported assertion is rarely questioned!
2. Show some expertise – Write on topics relevant to your industry, but do not advertise yourself.
3. Make yourself visible publicly – either by publishing or speaking your writings.

Why?

1. Become an industry leader instead of one of the pack – potential clients are hungry for useful information. You can be the source.
2. When you lead you become the preferred supplier.
3. Your clients spread your message as 'gospel' - thus attracting more clients. When you provide information, your reputation grows.

***2. Mine Your Client Base***

Your successes with existing clients are the best source for repeat business, and referrals to new prospects. To exploit this opportunity, set up a system to keep in regular contact with previous clients. Often an educational newsletter will elicit comments from your clients, and these are easy to turn into future business for you.

***3. Become the primary Resource/Educator for your clients***

If your clients come to rely on your regular communications for vital information, you are on your way to being their mentor. This means that the communications must NOT be sales pieces, but true information pieces that point out facts or aspects of your business that are not obvious to the clients.

***4. Use PR to get your message out***

Many publications are constantly looking for informative and entertaining articles about topics of interest to their readers. We can help you can repackage the education pieces into such articles, and gain another audience for your message.

**5. *Develop a Public Speaking program***

Your business probably has a number of interesting topics that a small (5 to 20 person) audience would like to hear about. If you have a good speaking presence, you can develop these audiences into possible prospects. Again, the key is entertaining information transfer, NOT sales pitches. The audience will connect you with the information transfer as coming from an 'expert', which is exactly what you want!

**6. *Get Serious about Networking***

Local Chamber of Commerce's host many events that you can attend to meet other business people. Use these to identify potential joint venture partners, as well as prospects. At these events you must be proactive in meeting new people, but concentrate on listening to their stories, rather than telling your own.

After the event, be sure to contact (e-mail or postal) all the attendees with whom you made a connection. They may have more questions for you, and that is your opening for a future one on one meeting with them.

Referral membership organizations such as Business Networking International (BNI) may be an effective amplifier for your sales efforts. Ideally the members of the local chapter will know what you do well enough to identify prospects for you. Of course you will need to know the member's business well enough to reciprocate.

**7. *Create Joint Ventures with allied partners, with effective host-beneficiary relationships***

Other businesses can be effective joint venture partners. The key is finding the business that is allied, but non-competitive. You and the other business agree to cross refer each other for mutual benefit.

And example might be a landscaper would joint venture with a tree removal service.

**8. *Create effective print, Internet, Radio, TV, direct mail, telephone advertising programs***

Advertising effectively is different for each media type. We can help you position your advertising so that it works in your desired media(s).

**9. *Utilize sub-set testing of your marketing efforts***

When you are developing your advertising program, you should select a small subset of the target audience, and test the ads on that subset. This means following up on each recipient and writing down what they say about your ad. Use these recipient comments to modify your ad to be more effective. (And test again!).

**10. *Create Internet Information tools***

Your Web page extends your information resources to anyone with Internet access.

**11. *Adapt successful techniques from other businesses***

There are many ways to attract possible clients without offending them with 'Sales' pressure. Signups for newsletters, freebie white papers, rewards for referrals are among the many proven techniques.