

# 10X Your BIZ

Business Owners, Coaches,  
Advisors, Experts & Solopreneurs

## 7 POTENT, PROVEN NO /LOW-COST MARKETING FORMULAS

**Mandy Bass**

Take ten minutes to read this  
report and put these PROVEN  
strategies to work NOW!



# What's Inside

1. Add a Clear Call to Action to Every Piece of Communication
2. Create a Lead Magnet: Something of VALUE you can give away for free
3. Get in Front of Your Target Group as the Expert
4. Interview Current Customers
5. Reactivate Past Customers
6. Strategic Partnerships and Cross-promotion
7. Turn Employees into Emissaries
8. Bonus Strategy #1: Build the Buzz
9. Bonus Strategy#2: Cause Marketing



# The Facts Behind These Strategies

In this report, I identify seven proven strategies that have worked consistently for my clients over the past twenty years. Though typically “high-touch”, most can be tactically deployed through social media and other high-tech channels of communication and can be adapted for any business.

The formulas in this report put into practice the following research-based marketing data:

- In a recent study by Direct Marketing Association, the number of touches required to convert a prospect into a sales-ready lead ranged from two to nine touches, with an average of 7.51
- 70% of people make purchasing decisions to solve problems. 30% make decisions to gain something. (Impact Communications)
- At any given time, only 3% of your market is actively buying. 56% are not ready, 40% are poised to begin. (Vorsight)
- An Experian report found that promotions that conveyed a sense of urgency had at least 14% higher click-to-open rates, 59% higher transaction-to-click rates, and twice as high transaction rates compared to their average marketing emails.
- Full-Cycle Social Psychology documents numerous studies that show people are more likely to take action when minimal parameters are set e.g. when asking for a charitable contribution, adding that every penny counts (28% vs. 50%)

# 1. Add A Clear Call To Action To Every Piece of Communication

To get the sale, you have to ask for it. Every communication should have a call to action and there should always be an offer that is compelling enough to get your prospect to move to action NOW.



At first glance this formula may seem like a no-brainer. But most business owners aren't doing it.

This simple but effective formula is quick, easy to implement and can start getting you results right away from what you already have in place. As obvious as this strategy appears, you would be surprised how few people have a simple, specific, call to action on their emails, business cards – yes, your business cards – or social media pages. Yet, the statistics show that adding a single call to action make a huge difference in opt ins and conversions.

What are the next steps you want people to take? Look at your email signatures, your business card, social media pages, etc. from the perspective of your prospects. Why should they take the next step with you? Is that clear to a new prospect? What is that next step? Have you made it easy? Adding a benefit for fast action such as “Call now to get X% discount” will make your CTA even more powerful.

One of the most effective CTAs to attract new prospects is to offer a gift for opting in to your email list or database. Such as giving a free report like the one you are reading now.

# 2. Create A Lead Magnet: Something Of VALUE You Can Give Away For Free



By giving away something that your target customer would pay for if it wasn't for free (like this special report) you get the opportunity to start a relationship with prospects –regardless of what stage of the buying process they may be in. It also gives you an opportunity to show off your knowledge and your expertise.

If you are in the home improvement business, for example, you can offer remodeling ideas that give a great return on investment. Or if you are in the beauty business, skincare secrets targeted at your ideal demographic. If you are in the insurance business, you can write a guide on what to look for in an insurance policy – and how much to buy to protect your family, etc.

Having a lead magnet also gives you a specific call to action that you can put on your business cards and social media pages, emails, etc. After you have captured their information and sent them your lead magnet, make sure you have the next steps set up and continue to follow up with them.

*In Dr. Robert Cialdini's well documented book, Influence: The Psychology of Persuasion, he explains the powerful concept of "reciprocity" -- if someone does something for you, you naturally will want to do something for them. In one of hundreds of examples, Cialdini reports that restaurant patrons tipped 20% more when servers brought them two mints with their check.*

# 3. Get In Front Of Your Target Group As The Expert

It wasn't that long ago that the only affordable way to speak to a group in your niche was to get booked through an association and speak at a regularly scheduled lunch meeting or event.

But nowadays it can be as simple as going on Facebook Live or offering a free webinar that can be promoted through targeted ads.



This type of “front of the room” visibility helps you to build trust and positions you as an expert. While being in the flesh is always more impactful than the alternatives, virtual presentation offer elements of convenience, control and scalability that live presentations don't. If possible do both!

The recordings of your virtual programs can be multi-purposed after the fact. You can add the recordings to YouTube, your website, etc. and promote it through your social channels.

*After a presentation, 63% of attendees remember stories. Only 5% remember statistics. (Dan & Chip Heath)*

*73% of salespeople using social selling as part of their sales process outperform their sales peers and exceeded quota 23% more often. (Aberdeen)*

# 4. Interview Current Customers

This strategy is effective for getting both repeat and referral business from current customers. It typically costs five times more to acquire a new customer than it does to sell to an existing one. So, doesn't it make sense to do everything you can to deepen existing relationships and encourage repeat and referral business?

One of the best ways to connect with and convert customers into raving fans is by using a well-developed client interview that provides:

- Complete insight to your customer's current and future needs
- An intimate opportunity for your customers to give suggestions and feedback
- Natural openings to educate your customers about other products/ services you offer
- Effortless referral opportunities
- Early notice about threats and weaknesses in your organization
- Testimonials that happen organically (Can I quote on you on that?)

Because this interview can be so BENEFICIAL to your business – 6 figures with this one strategy alone – I recommend that you conduct them either in person or over the phone. Here are some tips for converting this potent process into predictable high-dollar results:

- Have 7 to 10 questions that help you get “into the mind of your customer”
- Discipline yourself to remain silent after you ask a question so that you can hear your customer's answer in their own words (write down what they say EXACTLY. This can turn into gold for future marketing efforts.)
- Include a question that asks: “What should I be doing to attract more customers like you?” Your best customers typically have friends and associates who have similar needs.

# 5. Reactivate Past Customers



*One of the best ways to market is to get other people to market for you.*

*A study in Entrepreneur magazine found that people were four times more likely to buy a product after it was recommended by a friend.*

Typically, the longer a customer is inactive, the more likely you will lose them completely. Early action is arguably the single most effective technique in reactivation marketing.

Often you can predict inactivity before it even starts. For example, if

purchase frequency slows, or order size shrinks, inactivity is likely to follow.

That is the time to step in and use the Interview technique as recommended in the strategy above.

Often people get squeamish about contacting customers who have stopped doing business with them. Perhaps they are afraid to learn something about themselves or their business that they don't want to hear. When a customer stops doing business with you, don't you want to know why? Perhaps they will never come back but the info can help you prevent the same thing from happening again.



# How To Reactivate Past Customers

Determine if the problem is a service issue. If so:

- Apologize
- Accept responsibility
- Do whatever it takes to get them to give you another chance. And if they do, make it your business to turn them into raving fans
- Give them a great offer they can't refuse
- Thank them for their business
- Continue to show appreciation and stay in touch.

If the problem is not a service issue

- Use other channels of communication to reach them in addition to email. Email is easy to ignore and often gets caught up in spam filters. Try calling, using direct mail, reaching out by social media, etc.
- Use Proven offers
- Focus your messaging such as “We miss you” or “We want you back”
- Make it easy to respond
- Show appreciation when they buy from you such as sending Thank You cards.
- Consider automatic renewal option programs

Whatever budget you do have for marketing, make sure you set aside a portion of it for ongoing retention and reactivation marketing. It will be the best investment your business makes.

# 6. Strategic Partnerships And Cross-Promotion

Team up with a business related to your industry (but not a direct competitor) for cross promotion. This can be done locally offline through some kind of special event, or online with a webinar or promotional giveaway. You can also exchange guest blogs, introduce each other by email, snail mail, or in person.

For example, if you are providing consulting services for online business owners, you may recommend that they use a certain web designer to create their website. The web designer can be your strategic partner. This web designer works with business clients, and she points these clients your way for consulting services.

It's a win-win, and apart from a signed document and an easy conversation, doesn't require much work at all. But it is important that clear expectations are set and each honors their commitment to do their part.

*More than 90% of visitors who read your headline also read your CTA copy.*  
(Unbounce)

*Emails with a single call-to-action increased clicks 371% and sales 1617%.*  
(WordStream)

*The top salespeople use LinkedIn at least 6 hours per week. (The Sales Management Association)*

# 7. Turn Employees into Emissaries

People often underestimate the value of their employees. Your employees are part of the community and as such, are probably in contact with people you would like to have as clients.



INCENTIVIZE your employees to bring in business and INCENTIVIZE customers for responding to the call. Incentives are not just about money. Remember to show appreciation.

If appropriate, have a friend and family day for employees, print customized business cards for them with a special offer for their referrals.

***Always give more than you promise. So, for example I promised you 7 potent formulas ... Here are two bonus ones!***

# 8. Bonus Strategy #1: Build the Buzz

## Generate “Organic” Word of Mouth Referrals

Develop a Customer Referral Program by offering existing customers a free product, free month of service, or some other reward for referring new customers. Referral business is typically easier to close – and people who have been referred to you tend to refer you to THEIR friends.

Send hand-written thank you cards to new customers and let loyal customers know that you appreciate them by offering loyalty limited-time “credits” that they can redeem on additional purchases.

Incentivize your customers to review you on Facebook by automatically enrolling them in a contest or giveaway.

*Adding CTAs (Call to Action) to your Facebook page can increase click-through rate by 285%.  
(AdRoll)*

# 9. Bonus Strategy#2: Cause Marketing

Creating a “For-profit Cause Marketing Campaign” makes people feel good about doing business with you and helps to create urgency – especially in a business that doesn’t typically lend itself to limited time promotions.



Cause marketing is a great way to show your philanthropic side, raise money (and build awareness) for a specific charity while giving your customers another reason to buy from you. Cause marketing is about engaging your consumers through the avenue of giving back.

Ideally a cause marketing campaign is a cooperative effort and INVOLVES the nonprofit that will benefit from the campaign. (You can run into legal issues if you advertise for a specific charity without their permission.)

It is possible to run a cause marketing campaign without the involvement of a nonprofit if you stick to general awareness driven cultural and political issues such as voting rights, women's empowerment, LGBT rights, etc. which is entirely legal.

Make sure that the cause you choose fits with your company's values. If you choose an unrelated cause, your customers will feel the disconnect and your campaign is unlikely to be successful.

Having a cause marketing campaign gives you a great reason to reach out to people and helps them justify their decision to work with you.

# About Mandy

For the past twenty years, Success Coach, Mandy has taught people to negotiate the turbulent waters of business and life. What she didn't realize was how important those skills would be in saving herself.

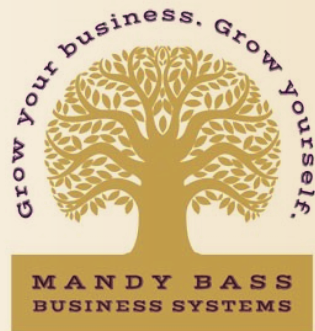


Two years ago, Mandy found herself beaten, broken and almost bankrupt after she was brutally attacked during a home invasion. Against all odds, she got herself back on her feet and rebuilt her business and her life. Within six months of returning to work she grew her income from zero to 6 figures using the same sales, marketing and mindset strategies she teaches her clients.

In her book, *Taming The Tokolosh: Through Fear Into Healing*, she shares details of the attack and her journey through healing – both for herself and the man who attacked her.

Mandy Bass is an expert in understanding and influencing the human mind. She specializes in helping business owners develop the internal resources they need to be successful, and as importantly, get inside the mind of their target markets to improve sales, customer satisfaction and profitability.

Mandy has been featured on *The Today Show* with Megyn Kelly and in *People Magazine*. She has shared the stage with Wayne Dyer, Deepak Chopra, Greg Braden and other world-famous thought leaders. She lives in Melbourne, Florida and runs Priority Living Systems, a training and consulting practice that she founded in 1996.



# Next Steps

*Let's talk about how you can implement some of these strategies in your business, schedule a free consultation with Mandy by going to:*

<https://mandybass.appointlet.com/s/50-min-strategy-session>