



5 MORE WAYS TO GET CUSTOMERS FOR THE HOLIDAYS!

When business gets slow, you have to get creative. But, the need for more consumers is the consuming part for those who have worked hard for their business. This is why you have stuck to it for so long, and you love it. So, the number one thing to see is that persistence is key.

The greatest advice anyone can give you, is don't see the holidays as a drop in sales. See it as an opportunity to learn about what your business is really made of, and what marketing strategies work during the holidays. All experts don't work around the clock to make this happen but they certainly don't look at it as work either.

Social media advertising has become better than word of mouth, and all entrepreneurs should have an understanding that "friends of friends," is holy ground. Also, let's be frank, people who know how to use this can have more customers without selling their soul. Here are some steps to help you start with the internal emotional stress to relieve this externally in your line of business:

1. Don't believe you are desperate.

This is an internal struggle. The idea of the struggle itself is bad-news. People can read desperation. This is not about consistent networking, but, sending horrible email blast or talking too much about something that seems annoying can put a damper on what you are really trying to do. Selling is not hard. You simply show your value and send your pricing...that is it.

2. Qualifying Prospects

It is vital that the process for your new business makes sense. The idea of new customers is great but compatibility is everything. Make semi-friends or acquaintances, whatever you want to call it, and get to know the type of person they are, so you can live up to their expectations or decide to let them go - this is vital to valuing your time. Once this is done, you can "keep in touch" even if it isn't an instant business deal. Again, your time is valuable, so make sure you keep it that way!

3. Send a Happy Holiday to as Many People as Possible.

A great person to work with is someone who is incredibly likeable. It's not easy to get in with people who think you just want to make a sale. Show them you are worth what others have paid for in the past. Your reputation is more than just profit. So, get the like factor on your side, and they will always want to do business with you because they think you're more than just a service.

4. Offer Something as a Holiday Special for Referrals

Referrals are the next generation of buyers and this may cause for a "holiday discount" to introduce yourself, referred by someone they know. Making a friend of a friend will earn trust before you even have to. Referrals want to feel a deal, so once the nonchalant conversation passes, you can throw out there how much you like them and they are worth 20% off your products or services. Then allow the effort for a follow-up with them five to six times "sporadically."

5. Tell Customers – Email Marketing or Post Blast!

We all need to know when you are available. Especially during the holidays. It is a time for family, but work still needs to get done. It's the unselfish attitude and the kindness to make yourself available, just in case you are needed during the holidays. The most attractive part about business, is your kindness. Open communication reflects that well!

“Happy Holidays Everyone from Writing Expressions!”