

Why Your Business Needs To Ignore Nearly Everything You Have Been Told About Marketing

And Get A

Thirty Day Restart Plan

that guarantees to get more sales.

In This Report – Why Most Forms Of Advertising Are The LEAST Cost Effective Ways Of Getting New Business And Five Very Modern Facts Which If Ignored Will Limit Your Business.

On pages 3 – 11 What's changed in recent years.

Pages 12 -16 The simple things that are missed by most businesses that cost money.

Pages 16 – 21 Steps you can take today to transform your business and how.

Note : There is no charge for this valuable information, no optin required, please feel free to share as is.

Let me tell you why you should listen to me - Richard Smith. For the last twenty years I have provided financial and business planning advice to small and medium-sized firms. When my wife was diagnosed with Breast Cancer in 2010 I retired.

My wife is now fully recovered and I am back to tell you a few truths about how small businesses are being lied to by the media reps; how the current plans for growing a business using conventional marketing (the stuff that used to work) will no longer work for you – and how, by getting scientific, you can get results you can prove, then tweak to totally nail your competition.

I do talk frankly and honestly, I have nothing to hide. If you work with me and for whatever reason you don't get the results agreed. Let me know and I will refund what you have paid me. A 100% risk free guarantee on my work.

Importantly I also want to show you how being a bit more Roman soldier and bit less fluffy bunny can improve your sales tenfold.

Implement some of the things in this report and it could be worth a million or more to you - I guarantee it. Twenty years ago, getting new customers and growing a business was an easy, straightforward process.

Those days are gone.

The days when you'd call your rep at the local newspaper, and arrange for a 1/4-page ad to run every Friday, or you'd get a 30- second spot aired on local radio during rush hour - and your phone would start ringing.

Maybe you'd buy a mailing list to reach everyone within two miles of your business, and hit 'em all with a targeted postcard or mail campaign? Do this and new customers would beat a path to your door in droves!

These actions are no longer working like they once did - if they are working at all.

The above facts led me to prepare this comprehensive view of the current uncertainties and dangers that threaten to sink businesses like yours, and I have found a whole series of VERY disturbing trends that have been maturing nicely over the last 15 years— these are trends that are gobbling up marketing budgets and providing no return on investment! Just serving to keep you poor.

A few years ago all you needed was a website, then some pay per click, a little bit of social thrown into the mix, all supported by a few emails.

There's been an explosion in traditional media and its effectiveness. The explosion has been so big traditional media is now in shreds, no longer fit for purpose in terms of getting your sales message out there.

Furthermore, many scientific studies prove that the Internet and other new technologies have actually rewired people's brains so they no longer think and behave the way they used to.

The evidence for this is all around – go read *The Shallows* by Nicholas Carr. According to him (and supported by much science) we have a generation that can find the answer to everything and know nothing about anything.

This means that marketing campaigns that worked for you 20 years ago now fail to bring in a single new customer. The cost to advertise to new customers has risen steadily, despite the fact that circulation, exposure, and response rates dwindle every year.

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You won't believe how difficult it's become to engage customers' attention and keep it.

We have a generation of 30-somethings that can't sit down to eat without being glued to their phone, waiting for another 'status update'.

Brand loyalty? That's even funnier. Everything's a commodity now, and to survive you need to give your customers reasons to use you other than just low pricing, something Tesco are painfully aware of. A few short years ago Lidl and Aldi were only available to us when on holiday.

We thought it quaint that they had no shelves, everything was stacked on pallets. But breakfast cereal for a Euro was unbelievable.

Many small businesses are giving away daily deals supported by a number of firms that just don't provide enough income to cover the cost of the product or service. Madness.

The shifts that have occurred in recent years have changed everything. Nowadays your customers know the price of everything, can compare at the touch of a button and always think you should be doing more, for less, and doing it now.

Want to sell on price - take on Tesco, or Aldi and Lidl! It's not the answer.

Our world is full of choices – unlimited choices and fierce competition. The economy's still running on petrol vapour, but hey, house prices are up and while the rich are getting richer, traditional businesses are collapsing (Comet etc).

Whatever your local builder can do, we now have an Eastern European Builder who will do it just as well for half the price, and turn up on time. Whatever you want to make – you can now get it made in China for less than 1/3rd it is in Europe. Everything from Dog Kennels to Duck Houses.

One of my clients wanted new Kennels (this was for a residential dog kennels) and was flown to China from Gatwick, shown around the factory, had the drawings done and a quote prepared. He left a deposit and they appeared 8 weeks later in a container ready to be bolted together. I can tell you this – they are impressive Kennels.

Businesses are struggling, profits are down, the Euro is down, household income's still down, trust levels are down—even the distance people are willing to drive to buy a product or service has decreased.

But you, like a Roman Centurion facing the Celts, you're still brave enough to lead your business forward in the midst of this perfect storm. Congratulations, it takes a warrior mentality to even think about starting a business.

Having said that - what are the options? Look for a nice secure job perhaps - get one in local government, most of them are not happy.

Is that what you want? Look at some of the people leaving the local council offices – once their pensions get cut (that’s coming, trust me) where can they go? Most business owners I know would rather die a Wolf rather than be kept as a Poodle.

You also need to be smart enough to know that you need help to navigate the battles that lie ahead, those Celts are a mean bunch. Everyone needs help to steer a business so it gains more customers and higher profits than it ever has before.

Even if you don’t want help, you are not going to survive without it. When you fall over in the street and someone rushes over to help, what do you say? “It’s ok, I’m fine.”

That’s the immediate reaction – most of us don’t want to accept help – even if would be really useful.

When a customer walks into your business premises you say... “can I help you?” and they say “no thanks” - because they are the same as you.

No-one wants to accept help, but you really **do need it**.

By the way I can solve the above problem for you overnight.

What you need is this...

More customers, despite the competition and higher profits, despite the uncertainty.

In this report, I’ll show you what you’re up against and provide a couple of solutions that guaranteed to produce more sales.

How the map has changed for growing a business, what has fundamentally shifted in the last 20 years—part of the reason why hundreds of start-ups have vanished in the last 10 years.

Don’t allow your business to do the same.

Customers thinking about buying from your business are swimming in a sea of information, and odds are, they’re so easily distracted they’ll never notice you.

And if they don’t notice you, how can you expect them to become customers?

So before you let some modern-day media salesperson tell you they can get your business ranked Number 1 on Google, or you just need to get your name out there—

STOP! No one gives a Fluffy Bunny about where you are in Google any more! I have spoken to web people who tell me that some Google users automatically go to page 7 when searching because they know the top positions are spoofed.

INFORMATION OVERLOAD

Do you want to know the BIGGEST reason that dooms to failure nearly every ad campaign? The reason your advertising and marketing efforts are destined to fail? Why the stuff that has traditionally work will no longer work for you. Here it is....

A PERFECT STORM

Information Overload has churned up a perfect storm that's overturning marketing campaigns as we speak.

Here is some alarming data I've found that provides the evidence showing just how ADHD affected our customers are. Some of this stuff is from overseas but don't for one minute think that it does not apply to you, it does.

- According to a Nokia study, users check their smart phones an average of 150 times a day during waking hours. That also includes your staff, think about that.
- While sitting at a computer, people change between windows on screen almost 37 times an hour.
- Office workers check their email account(s) between 30 and 40 times each hour.

What about surfing online?

Think about your own browsing style online. Do you go at a leisurely pace?

Nearly 20% of Internet page views last fewer than four seconds, according to researchers from the University of Hamburg, and most people average less than a minute of staying power.

It's madness – meanwhile ad revenue at Google increases year on year.

Numerous scientific studies have found that being “always on” and always stimulated has actually rewired people's brains, and has had an astonishing impact on our ability to focus on what's in front of us.

- A century ago, the attention span of an average person was 20 minutes.
- By the year 2000, researchers discovered it had plummeted to just 12 seconds.

Fish are close to having a longer attention span than a human being!

It's true...a study reported by Associated Press showed that Guppies have an attention span that lasts 9 seconds. Then again, Guppies don't face the barrage of commercial messaging and media overload that we have.

Have a look at the Facebook interface: it was clean for years, and now it's full of ads. Google are constantly tweaking the layout of their search results.

How Many Ads?

Just how many ads do we see on average? Back in the 1970s, most warm-blooded, TV-watching people saw about 500 marketing messages in a day, according to one advertising expert.

Today we're bombarded by advertisements to the tune of 3,000 to 5,000 commercials, banners, pop-ups and jingles every 24 hours!

And out of those thousands and thousands of messages, according to recent studies, we WATCH around 54, and we actually PAY ATTENTION to...drum roll ...

...only FOUR of them!

That means of the 5,000 marketing messages people are exposed to in a single day, they pay attention to 8/100th of one percent of them. What are the odds that your business will be among that 8/100th of one percent that is noticed?

For any of you who don't watch TOWIE (The Only Way Is Essex) on ITV 2 Sunday and Wednesday, the ads now run for whole 5 minutes, and then there are some pop-up ads and then a trailer for another 'sponsored by'. It's madness!

THE STATE OF THE MEDIA

If the short attention spans of people today aren't enough to make you wonder whether your campaigns will ever catch anyone's attention, then the statistics confirming the decline of traditional media may leave you scratching your head even more!

But you don't have to go it alone.

Every year, the Pew Research Center (yup, I know it's American) puts out its "State of the News Media" report and in 2013, the report was astonishing..., especially if you're a traditional media business (Newspaper) or someone who advertises in them!

Over the past 20 years, the number of people who get newspapers delivered has fallen on average by 30%, and more than 200 major papers have gone out of business. In fact, the Futurist Exploration Network predicts that newspapers, as we now know them, will be EXTINCT in the U.S. in less than 11 years.

Free local newspapers are already virtually extinct in the UK. Mine have lined the Duck House, and stopped my wellies getting the carpet dirty for as long as I can remember, but I have not read one in years, and I am not alone.

Radio and magazines are no better as a means to reach your target audience. Instead of listening to traditional radio that mixes local ads with music or talk, large numbers of listeners now choose online services like Spotify or Pandora...and that number is predicted to double by 2015. With the BBC Radio app it's even more likely that large numbers of clients will not listen to your message in between songs.

It is also one the reasons advertising is expensive on the alternative TV channels. You can't get the BBC to show your ad during Top Gear, but you can on Dave.

Magazines have seen circulation remain flat, and ad sales have yet to make any significant recovery from their cliff edge fall of 30% drop experienced in 2009.

Further the number of magazines catering for every need - from Boat Building to Fetish Art - means that your choice of publication for that ¼ page is more important than ever.

Perhaps you think digital advertising's the way to go. My recent research proved a 50% increase in online advertising from 2010 to 2013. Along with a 450% increase in the cost per click.

The key phrase "Home Insurance on Google Ads" - £19 per click. Mortgage Adviser - £11 per click. There are a number of reasons for this that I will cover with you in my Restart Report – but with the right model, and if you know your numbers, then £19 per click can be good value. For the vast majority, however, if you take that route, you're heading for the poorhouse.

Is online advertising worth the price? Seems not. A study by Adobe found that people are seven times more likely to pay attention to their dentist than online advertising!

One thing we cover in the Business Restart is the numbers thing: know your numbers and everything falls into place. Most businesses don't.

In the last five years, advertising rates have doubled, tripled and, in some cases, even more than quadrupled, according to TIME magazine. For that much money, you might assume that advertisers are seeing spectacular results...but that's not the case.

Soaring costs are tied to response rates that have plummeted to one-tenth of what they were five years ago. The cost of acquiring and retaining customers has increased massively over the last 20 years, and is now six to seven times more expensive than it was then.

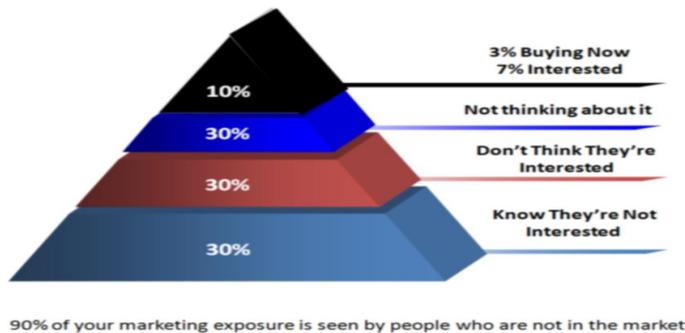
The clear fact is 90% of your marketing exposure is seen by people who are not even in the market to buy!

Even tech darling Apple is feeling the pinch these days, with its profit margins falling back to levels not seen since 2007, and a share price that's been in a downward tailspin for the first half of the year. Want investment advice? Sell Apple and buy Google. Let's hope the iPhone 6 turns their fortunes. But with Samsung nipping at their heels, it's going to be interesting.

If the big players are struggling to get and retain consumers' attention, what strategies will help a business like yours reach the 10% of consumers who want its products or services?

Also remember that less than 10% of your target market is ready to buy now, so follow up and repeat messaging is another key.

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The Business Pyramid: Years of research compiled across thousands of industries showing that when consumers are exposed to advertising they are in one of the four mindsets illustrated above.

As a business owner (a Roman soldier fighting the Celts), you should be aware of these warning signs every day, though it's doubtful that they are very visible.

You need to be changing course and making adjustments based on what is really going on. Those Celts hide a lot and need hunting down. You can't predict what lies beyond the next corner, as they steam into your compound, knives drawn. Which is why you need to be reviewing constantly.

The fact is, you are in a COMMODITY CURVE. This is the second-greatest threat to small businesses I've found, and you'd better hold tight if you hope to find your way around it.

Commoditisation (that's a word you need to understand) happens when supply outpaces demand. Successful products or services are copied and sent to market, and very quickly, shelves are filled with TVs, cameras, paper towels and widgets that all look the same.

Interesting that new cars are also the same, a few years ago cars were expensive. The lease on my wife's car is less than my home fuel cost. Think about that.

COMMODITY CURVE

Local phone directories still list page after page of landscapers, gardeners, pizza delivery joints, plumbers and dentists...all offering services that sound like they'll provide a beautiful lawn, a great pizza, or a pain free mouth.

No matter if you're a one-man band or a team of thousands providing products or services, this curve is evolving into a major test to overcome.

Many times, the only difference between your (small) business and one of those firms with thousands of employees is that they have unlimited resources—resources that number in the millions or billions— that they can put to use and stand out from their competition.

But they take months to make a decision, that is in your favour.

We've all seen these big budgets battle it out publicly, trying to differentiate their products from those of their competitors.

We've watched Microsoft wrestle with other search engines in its TV and print ads that virtually beg viewers to give Bing a go instead of Google. The company made news in 2009 when Ad Age reported that Microsoft planned an \$80 million to \$100 million campaign to make a grab at some of Google's search engine business.

Whoops, good job Bill Gates has deep pockets. Did it work? Of course not.

That crusade started ages ago, at least in Internet years. How much do you think Microsoft has since spent in its battle against Google, and how many new users do you think those ads have brought to Bing? Microsoft's not saying, and nor would it. Suffice it to say that some 80% of global searches are done on Google.

Creating a unique face in a commoditised market is indeed a costly business - and apparently it takes a large helping of mayhem - to get consumers to recognise you!

Some of the best ad campaigns in recent years have been singing dogs, dancing horses, cute babies. Of course none of these were accountancy firms but they should have been.

If the big guys are struggling to send a messages telling us why we should choose their business over that of a competitor, then it's clear: nearly every business in almost every industry runs the risk of death by commoditisation.

YOUR BUSINESS IS NO EXCEPTION...

If what you're offering is really unique and you feel that it's safe for the time being...then just go ahead and rest on your laurels. It won't be long until someone who's just as ambitious as you used to be catches wind of the opportunity you're sitting on.

Remember Blockbuster? Now, say hello to Netflix. How long did that take – a couple of years?

If you don't think commoditisation is a problem for your business, let's allow Google to settle it. After all, isn't that how every important decision is settled these days?

Google "car tyres West Sussex" –or Bing it, if you're one of the few people Microsoft has convinced to do so—and you'll get more than 246,000 results about car tyres!

Now clear your search terms, and type in "plumbers West Sussex"...you'll find over 381,000 results to choose from.

But you're probably not blown away...at least not yet. We've been saving the best search for last. To get a real picture of what your business is up against in terms of commoditisation, type in a few keywords that describe the product or service you provide.

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Don't type in who you are, type in what you do that's what your customer would look for.

I'll bet your search results show a whole lot of content & companies—hundreds, thousands, perhaps even millions of firms—trying to snare the very same customers your business deserves. Yeah there really are that many.

Better than that, open up your copy of the Yellow Pages or Thompson Local directory (if you haven't thrown it straight in the bin). There are still many people advertising in there, and guess what - all of their ads are the same.

They have also moved the same ads online, thanks to the creative geniuses we know as media experts. The ads that were shown in the Yellow Pages and the Thompson Local are now being shown online. Yellow Pages has reinvented itself as a major small business internet market firm.

Good luck if you are thinking of using them.

Lets take a look at some of these online ads.

The screenshot shows a search engine interface with the following elements:

- Navigation tabs: Web (selected), Maps, Images, News, Shopping, More, Search tools.
- Search results: About 558,000 results (0.62 seconds).
- Cookie notice: Cookies help us deliver our services. By using our services, you agree to our use of cookies. [OK] [Learn more]
- Search results list:
 - Ads related to accountancy advice sussex**
 - [Ask an Accountant Online - An Accountant Will Answer You Now](http://uk-accounting.justanswer.co.uk/)
uk-accounting.justanswer.co.uk/ Questions Answered Every 9 Seconds.
 - [Accountancy Advice - Contact the Professionals](http://www.brooksandco-accountants.co.uk/)
www.brooksandco-accountants.co.uk/ Accountants: Reliable, Competitive. Hampton House, High Street, East Grinstead, West Sussex
 - [Accountancy Advice - Reliable Expert Advice](http://www.hainesaccountants.com/)
www.hainesaccountants.com/ 01273 927864 Need Professional Accounts Advice?
 - [Accountants in Worthing, West Sussex | Reviews - Yell](http://www.yell.com/s/accountants-worthing-west+sussex.html)
www.yell.com/s/accountants-worthing-west+sussex.html We serve Worthing, West Sussex. Accountants. |. Business Start-Up Advice; Payroll Services; Management Accounts; Partnerships & Shareholder; Accountancy ...
 - Ads**
 - [Accountants You Can Trust](http://www.antramsfinancialbrighton.co.uk/)
www.antramsfinancialbrighton.co.uk/ 01273 442401 Reliable Local Accountant. Let us take care of it!
 - [Accountants Brighton](http://www.hartleyfowler.com/)
www.hartleyfowler.com/ Taxation and business advisors Clear thinking business solutions
 - [Accountancy Advice](http://www.thevatpeople.co.uk/)
www.thevatpeople.co.uk/ 0161 477 6800 UK's Leading VAT Consultants And Custom Duty Consultants. Call Today
 - [Financial Advice Brighton](http://www.local-financial-advisor.co.uk/)
www.local-financial-advisor.co.uk/ We Find You a Financial Advisor in Brighton. Free Service!

Reliable, Professional, Competitive – yup that's a given. If you weren't any of these methinks you would not be trading. Watch out, draw your weapons - the Celts are clamouring at the compound walls!

One answer would be something like this:

Accountant in Sussex.
www.WeHateTherevenue.com
We Hate The Revenue More Than You .
Call Today For A Pay Less Session.

I know which one I would phone. Joking or not it seems better than nice and professional.

This is where the COMMODITY CURVE turns into DEAD BUSINESS OWNERS curve. Because it's no longer good enough to stand out from just one or two of these companies...

You need to have a reason for customers to choose your business instead of ANY of these others. If you don't, you could be inviting a fatality, or a Zombie business, just hanging in there week after week.

And just because you say your products and services are better than those of your competition—even if they ARE better—that doesn't mean your potential customers will believe you.

Sadly, they've heard it all before and many who said it to them didn't deliver on the promises - so why should you. Cynical, ADHD-addled consumers.

You've got to get beyond merely being "better." Every company thinks they're better at something. Better customer service, more durable products...honestly, have you ever heard any company say,

“Don't buy from us, we are really not that good. Seriously our widgets are not that great?”

Can I share with you how many businesses like yours are now swimming with the fishes because they got stuck in a commodity war? Actually I can't count that high but it's a lot.

THINK YOU CAN COUNT ON LOYALTY?

I developed a small business loyalty scheme to help small firms hold on to customers, and this kind-of helps solve one part of the problem. At one point loyal customers would help your small business stay afloat during lean years or seasons.

But 37% of customers are "at risk" of switching their business to another provider at any given time. They are all Butterflies and not Bees. (Bees go back to flowers on a regular basis, Butterflies are more fickle).

Think about it for a second: What if you lost more than a third of your current customers?

Would your business grow? How could any business grow?

Trust goes hand-in-hand with loyalty, and commoditisation has surely pulled a trick on consumer trust. In the 1960s, 70% of viewers trusted what they heard during commercials. But a recent Nielson survey revealed that that number has dropped to a mere 14%.

These days, customers won't even drive to the next post code, as they once did, to make purchases!

Whether it's higher petrol prices, or the fact there is a chemist, a take away or a supermarket on every other corner...who knows?

Loyalty has given way to convenience and price, at least in part, and it takes a savvy business owner to figure out what methods to use to educate buyers that his or her products or services are worth more of an effort or worth paying higher prices for.

The fact remains, it is five times more effective to sell to and nurture existing customers than to attract new ones.

The New Normal

The new "normal" that businesses face, is that consumers no longer rely on a few trusted sources. With the Internet at their fingertips they have countless choices. They are not always shopping for the lowest price, even though household incomes have been falling.

Your potential customers have more information than ever before. They read online reviews and follow comments on social media before making decisions. If there's ever been a problem with one of your products, or if you employ an idiotic or rude delivery driver, it'll take a long time for you to recover from negative reviews.

Transparency like this is just one more tool in the hands of consumers, guiding them to make purchasing decisions in a "me-too" marketing world that's increasingly commoditised.

Many business owners forget that the consumers now have access to all of the comparison information they need, when they need it. Salespeople can no longer sit back and wait for orders – it takes a lot of work.

BUT THERE'S GOOD NEWS...

There's no shortage of customers looking for products and services like yours. But they have micro-attention spans, and frankly they're having a hard time working out why they should choose to do business with you instead of one of your competitors. This is where your trump card comes into play. You do have one don't you?

A great book on the subject is by Jack Trout – Amazon, it's called Differentiate or Die. It's a brilliant read but not for the faint-hearted. Your customers aren't as loyal as they once were, but this presents a whopping opportunity for your business.

After all, if 37% of your customers are at risk of switching providers, then the same is true of your competitors' customers. That means that almost 40% of all your competitors' so-called loyal customers might be looking to switch to another provider like your business instead! But, will you take action? It's D O G eat D O G out there.

If you can take their customers it means you can command premium prices, increase your market share, and see profits higher than ever before. Doesn't it?

In my research, I've discovered that there's only one thing that stands between you and that level of business success.

And that ONE THING, and ONE THING ONLY is YOU !

Actually, it's the fact that there's only one of you.

When you first dreamed of being an entrepreneur, of running a business on your own, you probably thought about a great product or service, and how you'd change the world by selling it.

You probably didn't imagine just how much grunt work there'd be. Just how bloody hard it actually is. You were stuck with doing things like finding an office or workshop to rent, and fitting it out. Taking care of insurances, employees and payroll. Paying taxes.

If you have not started yet, I know that you'll be stuck doing the stuff that's not glamorous, because I've been there too. Managing daily ops isn't fun, and for entrepreneurs, it can be the kiss of death.

Who wants to handle the paperwork that keeps your business open, and compliance with local or national regulations? Unfortunately, in a small business, that person is probably you.

If you're lucky, you'll have enough money to hire some professionals to take care of these things, so you can focus on what you do best: selling your ideas.

But if you're like most small-business owners, you'll find yourself planted behind a desk most of the day, interrupted continuously by phone calls and emails.

So here's one important question to consider: During the day-to-day drudgery of keeping your business alive and thriving, do you have the ideas and resources to ensure that your business stays on course, and the marketing strategies in place to ensure that it grows?

Implementation.

You have products and services that stand head & shoulders above others in your industry. Your competitor's customers are ready to jump ship and switch to you.

In a 2013 study of 500 small businesses by TD Bank, it found that 25% of small businesses weren't confident of their financial health. No wonder the banks are not lending. If the business owner is not confident...

Have you ever watched Dragons Den to find that business owners have no clue about what end of the accounts make sense. Balance sheet, cash flow, profit. Too often they are clueless. **They don't know their numbers.** Should you be surprised, then, that the banks are not lending?

Anyway here's a clue – cash flow is what you pay your bills with, it comes from selling stuff at more than it cost you to make.

One of the first things I do with new customers as part of a Restart Plan is **find out what the numbers are**. What is happening with you cashflow, how much your customers are spending, what is your average sale value and how much does it cost to get a sale? Want to book yours you had better call.

You could DIY?

There's certainly no shortage of content for you to read, the sheer volume of marketing advice that's available is staggering. Right now on Amazon, there are more than 71,500 books for sale on the topic of Sales and Marketing (UK). That's a lot of advice, waiting just a few clicks away.

If you didn't have a business to run, and found the time to read just one of those books a week, you'd finish the lot in just under 1375 years.

There are 11,000 new books a year published on Business (worldwide). There is loads to go on - some 2,000,000 currently on Amazon.com. You could probably call yourself an expert in marketing a few hundred years before finishing them all.

The strategies available to you are virtually endless, but are you certain you have the resources to implement them? Do you have the time to do everything yourself, or enough employees to support your efforts?

Really? Make sure you aren't overestimating your abilities.

Now ask yourself again, and consider carefully:

Do you have the time. not just to pull together a plan, but also to implement your ideas? And if you don't have the time, do you have enough "boots on the ground" to put your plans in action?

If you needed a website, you could teach yourself to code, and probably build one yourself eventually. Probably not the best use of your time, though.

If you needed legal advice, would you put yourself through a law degree? Of course not!

When you need expert advice, you turn to experts.

Experts like careful accountants. Experts like experienced doctors. Experts like honest mechanics.

If every product and service you sell has been commoditised...

If you haven't yet found a way to clone yourself...

HOW DO YOU PLAN TO GROW YOUR BUSINESS OVER THE NEXT 5 YEARS?

One key to survival in an environment with unstable economic conditions, increasing costs of services, decreasing profit margins, and a weakening value of money, is to add customers.

I've already warned you about the changes that often disrupt the effectiveness of traditional advertising. With that in mind what other methods might you use to grow your business?

Referrals? A lot of small business owners think they can rely on referrals to deliver new customers. Well, guess what? As much as your customers may love you, and promise to tell everyone they know to come to your shop or call you when they need something...you can't put their good intentions in the bank! It needs a process, you need to ask.

In the same way as a strong balance sheet can't pay the business rates.

The Harvard Business Review looked at just how effective referrals are as a business development strategy, specifically within the telecommunications and finance sectors. Their findings were nothing short of stunning:

68% of customers said they would make referrals.

Only 14% actually did.

So if your business has 100 customers today and, based on what they tell you, you're thinking you'll have 168 customers sometime in the future...I recommend you significantly scale back your expectations.

Lower Prices?

You might win more customers if you offer the lowest price, but will you be able to turn and sustain a profit? Price wars are dangerous, and as a long-term business strategy, lowering prices is too-often a losing game. Which is why knowing your numbers is vital.

Perceived Value!

You can buy a cup of coffee for £1...so how do you explain that more than 8 million cups a day are sold at Starbucks at a price that's 300%-600% higher.

I have just done a quick search, and found a company online that sells tablet computers for £50. Yet Apple has sold more than 80 million iPads since its introduction and at six times the cost.

A perfectly functional leather handbag can be found in the £50-£100 range, but Louis Vuitton has built a multi-billion-dollar business selling bags that go for four and five figures.

Why Your Business Needs A Thirty Day Restart Plan

In an era of hyper-commoditisation, if you find a way to make your product or service stand out from a crowd—in other words, if you offer something more than just another cup of coffee—you can not only avoid the threat of commoditisation, you can charge a premium, as the examples above show.

I can get a hair cut in Horsham for £10 – or I can go to the Kings Road in Chelsea and pay up to £5,000 (really) and I'm sure I will get more than a pair of clippers and a number 2 all over in the Kings Road – but is it £4,990 better?

The threats of Information Overload, Commodity Curve and Implementation I have described in this report are very real, but you can overcome them—without spending thousands or millions of pounds.

With some of the modern tools available you can be your own media buyer, you can follow your customers around the internet, run your own daily deals – put yourself in charge.

Whether you're not growing fast enough and you don't have enough customers, or you can't find enough of the right customers, ask yourself this very simple question:

How can you RESTART your business and overcome the threats you're facing?

It's tough. You are now forced to have great products and services, but you're hamstrung by a limited marketing budget.

You might not have known how strangled by information overload the average consumer is...but you know now.

And commoditisation? If you suspected it was a challenge, but didn't know how to overcome it, now's the time to take on your competitors.

I mentioned my bonuses, a couple of things that, if implemented can put most businesses into cruise mode, profits increase and stress just goes. Here they are.

So far I have given you a short history of where we are and why the Celts are in the camp and are going to destroy our little garrison if we are not careful.

The is to hope they decide otherwise and move on without burning it down, the Centurion approach is to come out fighting until the death, supported by an educated plan based on fact not guesswork.

We have no idea what approach will work long term. One is a risky strategy that could end in death, the other means you are sure to end up hurt. In business terms you could end up working for an employer. Perhaps even the nice job at the council.

Based on history and the things we know that taking on the Celts with a plan has proven to work.

When I built my financial services business it was based on a couple of things. Marketing in a regulated environment is notoriously difficult, and running ads in the local paper needed sign off - it was a pain.

What I did was to use a tried and tested method of prospecting/marketing that was so incredibly simple, taught to me by a fella called Chris Leyton who was my sales manager at the Prudential Assurance Company – Holloway Road, London N5. At the time he was my line manager and it worked so well I rarely need to look for new business.

The process was to look at the existing client base, and find a reason to make contact.

Example, a significant birthday - 60 last chance to get life insurance (at the time), 50th – 15 years to retirement, 40th last chance for reasonably priced insurances, age 45 mortgages usually paid off (at the time) likely to have more money to invest etc.

Fact is I had a file of existing customers that had some kind of need based on a premise that their lives were similar to everyone else. These principle of sameness applies to many markets and products.

So I created a product matrix which showed me at a glance what customer had what (this was pre spreadsheet so it was on several A4 sheets of copy paper). Immediately I could identify who I need to be speaking too and what things I needed to raise with them.

No matter what business you are in this process works every time. There are just so few business that actually do it.

Moving forward to my sixteen years of managing a financial services practice I always had someone to talk too about something. Added to this was a pro active referral strategy and the offer of a referral bonus. Later I managed to automate this via a simple website.

95% of my new business arrived from someone I had already sold too, or was referred by, or was part of the wider network. I Never once advertised until I started working in specialist fields. Small Business Advice and Pension Transfer work.

New business arrived just by me being there.

What would this mean in your business – reduction in marketing spend, less sales staff needed. It could mean as much as fifty percent extra on your profits.

As I write this in 2014 it is made even easier and I have developed a number of platforms to automate all of the above.

Coming up now in a few simple points, are things you should be doing that will absolutely guarantee your business success from now on in.

The Product Matrix

Get yourself a product matrix, drop me an email and I will send one back to you.

Once you have it, go through it and find out what you have sold to who and then start to cross sell the rest of your products to your loyal customers.

Don't presume anything, just because you think your customers are not interested in x does not mean they are. You do not really know your customers that well. Honestly presume nothing.

Referral Strategy

Each one of your customers knows thirty or forty close friends (Christmas List) and each one of these friends will be a perfect target for all that you sell and do.

Loyalty Scheme

Or as I call it an **Automated Marketing Tool** where you give your customers something for free a coffee, a discount, access to daily deals, 10% off, free delivery etc in return for their contact details.

You can then use this to message your best customers with offers, deals and refer a friend requests on a one to many basis. By that I mean you create the message once and the system sends it to many – no licking stamps and getting printing done.

Direct Mail – one letter to a million postcards.

Email – still the killer application for small business.

SMS – dependent on the age group of your customers.

Daily Deals – Self liquidating selling one or fifty, and taking payment in advance.

Business Reviews – a buffer to help control these.

Facebook

At the moment this is the cheapest way to build a fanbase and to get hot leads. Not by using social to engage – but to show them direct offers and deals.

Social media is far to fluffy bunny to be really effective. Quite simply it's a peripheral tool – something to consider in addition too other marketing, if you like a pincer movement so potential customers can be maneuvered in to position.

Using the advanced tools within Facebook they will help you find more customers like yours. Facebook are spending millions on consumer data and giving it free to advertisers.

How would you like leads from .50p each?

That is a reality at the moment, noting of course that some retooling of the troops will be required and this comes with a cost.

Google Content Network Ads

These are ads that are shown on the likes of the Daily Mail, The Telegraph and all of the other news papers and high profile sites.

You can closely manage your spend and where the ad appears – back to that targeting thing again.

It's very easy to manage and is not expensive. However your potential customer will be impressed when they see your message on the Telegraph website.

There are many options in this area, but it does mean that your sales message is only shown to those who are likely to buy, or at least more likely.

Follow Me Marketing – Tracking Marketing

Likely to be banned or at least there are those than want it banned. Unlikely.

So powerful and so easy to use, can be applied to Facebook and Google and fully supported by mobile devices.

This simply revolves around constantly getting your message out to potential customers who have visited your website, liked your page etc. And follows them around the internet (and inside apps, but not all) showing your follow up messages.

As you know ads in the local paper get read once, with the internet you can follow viewers around for weeks. They get used to seeing your messages and more buy. All based on simple psychology. Your potential customers get used to seeing your brand/logo/messages.

If you want to know how powerful this is I can explain how it works.

Visitor to your website looks at a 'cut and blow dry' but does not book, a few days later they see your offer on Facebook/Google for a 'Voucher Deal' - 30% off a 'cut and blow dry'. Are they more or less likely to buy?

Your customer then redeems the voucher and opts into your loyalty scheme. How much is that customer worth to you over the next 2, 3 or 10 years?

Provided you offer a high quality service they will be back.

Get Yourself a Customer Management System (or CRM)

Those businesses that have all of their customers details in a system that allows them to see what they have spent, what they bought, when they bought it and the facility to message them when required are consistently more profitable than businesses that don't.

These are available so cheaply now – it's madness not to have one implemented.

Further in the quiet moments you can your PA/Sales staff/Admin staff to check the client list and make contact to revive customers. Doing this means it has virtually no impact on your business, but has a massive impact on your clients.

Sales Pitch

My big thing is automation, and follow up and I can help you put in place all of these things and show you how to use them to make your business do more and easier.

It's one part of my Thirty Day Reset.

Let me know when you are ready to do battle.

You don't have to go it alone. The threats of Information Overload, Commodity Curve and Implementation described in this report are very real, but they can be overcome.



If you'd like information on how to protect your business - contact me today.

My analysis will focus on identifying untapped revenue sources, underperforming marketing assets, and overlooked marketing & selling possibilities that could be costing your business £1,000,000 or more in lost revenue.

You'll receive a plan of implementation to recover the lost revenue without spending more on conventional advertising while using the resources you already have, the same effort and the same staff.

I get excited about testing and proving things can actually work better if we think differently about them. Most of the things you want to try don't work anymore, but there are some things that really do work well if you combine them.

Do this before you do anything.

Phone your local newspaper and ask them how much it will cost you run a ¼ page ad, and then get a price from your local Radio station for ten x 30 second ads, and then call your local Adwords Consultant for the price of a short campaign.

Once you have been given a price, ask them what guarantees they offer.

You know the rule: you give them money, what do you get back? If they are not offering any form of guarantee you had better get in touch with me now. My Thirty Day Restart goes deep into your business and your marketing and not wide, and will uncover things you never knew were there.

So instead of fire-fighting the Celts who are clamoring at the walls of your compound, you – the Roman soldier – can not only shore up the walls, but put those pesky Celts to flight and have time for a flagon of mead as well!

If you would prefer a better analogy – rather than digging new wells to find water I will help you bring up more water from the existing one. I also guarantee that as minimum my work will provide you with at least a 10 x cost return on investment.

Start up – special rules apply.

Richard Smith – www.therichardsmith.com

Direct Line 0774 007 6226

Thirty Day Reset - is a short (30 days) and simple hands on process where we look at what you are currently doing in your business in order to improve and adapt processes and methods. It is proven to work and is based on a system use by Dell in the USA amongst others.

The focus of the restart to based on knowing your numbers and looking deep into your business to uncover hidden assets.

For most business owners you will find that you need a web designer, social media person, copy writer, telephone and face to sales specialists along with a number of other third party providers. I bring you all of that and more in one package.