

How to Double Your Business in the Next 12 Months... GUARANTEED!

1. Get More Customers/Clients

- Drive more traffic to your web site.
- Improve the effectiveness of your ads and sales letters.
- Find new/better places to advertise (newspaper, TV, Adwords, ezine ads, social media, etc.).
- Create stronger offers that appeal to more people in your target market.
- Enlist the help of affiliates to reach more people.
- Ask for referrals.
- Down-sell prospects who reject your initial offer.
- Craft irresistible guarantees so your customers have little or no risk when they buy.
- Host a free teleseminar where you can demonstrate your expertise and ask for the sale.

2. Get Your Customers/Clients to Buy More Frequently

- Create a customer mailing list; send them customers-only offers on a weekly or monthly basis.
- Send out promotional emails to your house list on a more frequent basis.
- Run time-limited or quantity-limited promotions and use scarcity to get customers to act now instead of later.
- Design a product funnel that automatically moves your clients from one purchase to the next.
- Start a monthly continuity program that automatically bills customers every month. (Print newsletter, membership site, etc.).
- Use autoresponder email sequences to automatically introduce your prospects to all of your products.

3. Get Your Customers/Clients to Spend More Money Per Transaction

- Increase your fees and prices.
- Add more value to your products and services.
- After a person buys one product, up-sell or cross-sell them another related product.
- Offer payment plans on your expensive products and services.
- Charge for shipping separately.

- Use phone sales to help close large ticket purchases.
- Do a product launch.

4. Keep Your Customers Longer

- Send out surprise bonus gifts with new purchases. (You may even consider giving away business promotional items that are branded with your business name so you stay in the top of your customers' minds.)
- Create a follow-up sequence of communication designed to get customers and clients to actually use the product or service they've purchased.
- Call your best customers and clients and thank them for their business.
- Send out birthday cards and Christmas cards/gifts.
- Deliver more value than you've promised to deliver. Go above and beyond.
- Ask your customers and clients for testimonials. (After a customer has publicly declared their support of you, they will automatically be more loyal to you and your business.)
- Create incentives to encourage customer longevity.
- Publish the date when a person subscribes and/or becomes a customer. (Ex: Customer since 5/99.)
- Give your customers and clients public recognition in your newsletter, blog, or ezine.