**Five easy marketing tricks to grow your business.**

Thank you, I want to thank Alexa , and SCORE offices across the country, I am a big fan thanks to SCORE, I want to thank you for being here today taking time out of your busy schedule, and the line there too many businesses don't spend enough time working on their business today. We will be working on our business. Also I want to thank

our sponsor, small business connection editor in chief of this website, small business connection put together by Allstate and really impressive partners of Allstate, a great resource as well, articles

and blogs we have an e-book I am mentioning we will

give that in the edict, and a lot of great stuff for you as well from small business connections. Most people want to know about marketing, why is that ? Generally we will talk about marketing and we will drill down, in Tips and Tricks. I have a friend in real estate. And he sold real estate easiest thing to do. Before the recession in 2005, six-and seven.

He didn't have to market himself just single-family homes very successful. Even in San Francisco, the market crashed, and he was faced with some big problems, he went to a mentor of his and said, what do I do now? The mentor said I suggest you look at commercial real estate, it's just as easy to sell a 10 unit apartment house as it is single-family house, you will make 10 times as much money, but what you will do is market yourself this time, you can't just rely on your good looks, or the great market whatever it is, you have to market your cells, learn commercial real estate and market your selves. He kept the dream alive and now he is actually very successful in San Francisco, what not to do is this. Being in business for yourself, like this gentleman, being alone in a dark room, you know you are there, no one else does. The trick, you have to turn on the light. How do you turn on the light? You do it with your marketing. How else are people going to find you? They will find you through marketing and advertising. The things that we will talk about today the things you do in your business. That set. There are some challenges when it comes to marketing. I want to throw two companies to you what are the things here have in common? We have the polar right camera. And an older last version of the Polaroid camera really. Pan Am, any of you have you flown recently? Nor have I. This is what these all have in common. East Germany. What do they have in common? They are not around anymore. They didn't make necessary changes. Polaroid invented the instant picture, that's what we do all day long. We take pictures, younger people, invented the technology, and yet they are not around. Pan Am, one of the great airlines ever could not deal with deregulation and could not make necessary changes, and the problem is. We all have to make changes. If you're going to take ideas, here I will share lots of ideas with you today. Some you will like some will apply some will not. Whatever the case may be, you have to take action. It's not just a matter of hasty, good idea. I have to try that. Why don't we make changes? It is kinda hard. It seems big and overwhelming, I do love this quote by John wooden, my auto Motter UCLA, the little things, make big things happen. Little things make things happen. Hoping you take this away among other things today. A little change, one or two of these ideas, after we are done here today. Just to see if that little idea makes big things happen. Kind of like a giant ocean liner, how do they change direction? The ocean liner of our business, we do things the way we do them. It may seem overwhelming to make a big change on a marketing idea whatever it is. Here's how they change, the captain turns the will -- Wheel, the redder can't turn so there is a mini writer, that yellow piece, that is the trim tab, the captain turns the wheel, and then the little red or turns, the small adjustment allows the big rider to make a big adjustment and allows the whole ship to go in a little direction. That little trim tab change that can make the difference. So that's what I want to say. We will offer little trim tab ideas, to have big ocean liner results. So let's talk about the five easy marketing tips and trips here and tricks here for the marketing, here is content marketing. I will give you ways you could do that 30 easy opt into your list, we will get people to opt in, how to use those opt ins to your advantage. Social media advertising. I know Social Media and so much of what we hear you have to engage be online authentic. All of those things. There is also advertising. Also so many more ideas and what I'm sharing with you today, these are the five I think effective. I use these in my business and I steer them toward social media advertising which is a big one. This is very well, and can get you in front of eyeballs even if you don't have a lot of followers, and then finally some little ideas, the Niche advertising,

and if you do the same in again and again, you will get the same results we have some Niche marketing ideas, you will get new eyeballs checking you out, and new eyeballs and new podcast, new people reading your content, and when you get new people getting exposed to your business you will get more business. That is why we will get easy ways to grow your business, and the ways we get into some website tips and tricks. I'm not even going to tell you you need a website but I will say. The recent status is 40% of all businesses don't have a website, which is kind of crazy. Small business malpractice, I have two pals who have their

business don't have their own website, how they stay in business I don't know. Anybody listening today knows , you are listening to the webinar. Your digital. Online is it. And you think about a new business, and what do you do. You check them out on the website, the first thing you do. The people are doing this first thing, you have to be small and look bigger. The logos and partners. Online is so much of what we do. It is about making a connection, it's hard to make a connection in the online world then it is off-line, someone

can come in your store, you go into someone's business and you can meet them smile shake their hand, crack a joke all those things, and so they know you and they can trust you but creating trust online is harder. If you have big name brand partners, brand that you sell even, make sure that they are on your website, if you have logos of those partners, brands, make sure they are all on your website. You want to be small but a simple idea, so many people get this wrong. They have no website or website that just looks no big deal. Really it is a opportunity not only to sell, but the webinar altogether, but to impress. That is what we have to do. One way we impresses about us page. This about page, it is the second most important page on your website. The most important page is your homepage. For most businesses, small businesses, your about page is your second most , this is not just me telling you, but what statistics are out . It builds rapport and kind of like speed dating with the potential customer, you only get online five or 10 seconds to impress someone, if they come to your about page have to find it. If they find it, then quickly you tell them why you are unique different special or better, in a friendly even visual way. So much online is visual. Make sure you have a great strong about written in a very friendly way, maybe pictures. What you will do make sure people get to it, and when they want to check you out. They go there. They see quickly who you are what you do why you're special and better. And the simple thing. All these things I'm sharing, on this page, these none of these are mind blowing but they are important and they make a huge difference. Finally you want to make sure that you are authentic. Make sure you are definitely authentic and real. Especially today. Younger consumers are looking for that. And the second thing about your website. To the extent that you can, you want to create what is known as a sticky site. That means people are sticking around, they are coming back to your site. Even whatever kind of small business that you have for your business whatever it is, any of these ideas I have on the slide, really can work for you, the video is amazing, estimates are from Google , and Facebook, this is Facebook that says 79% of consumers prefer watching video to reading about a product. 80% prefer watching videos. 50% of web users look at video before visiting a store according to Google. 45% watch one hour or more video on day , on a day they watch video , 60 per this , putting a video on your website it could be presentation. It could be a product demo or review. Testimonials, maybe some your best customers talking about your business and why they love it. Put that on your website, and they come to the first time, they click on it. Instant credibility, puts you one step up, and it is a easy marketing way, to get more business, video ads, there are so many different ways to use video. I cannot underscore enough how important it is, E newsletters. I will not go over every bullet point but a couple important to highlight. I will tell you in the opt in on your e-news letter, it is permission based marketing.

Hiring them for a year or month, not very expensive very affordable. They have templates and easy for you to do it. If your customer is giving you permission to market, if use the 80/20 Rule, then it says 20% of your customers create 80% of your business, make sure 80% of your newsletter is about your customers needs, what they like. And 20% is been about you. If you do that your e-news letter will be success and people will forward it an easy way to stay in touch, they will remember you. They will buy from you, you can blogging right. People have podcasts today, everybody is doing a podcast which is very easy to do. How about a webinar, two webinars work? You are finding about small business connections, because we are given a free webinar, webinars for sure work. These are all elements of a sticky site. How will we get people to your site in the first place? We will use what is known as search engine SCO, and creating a website that Google especially indexes they analyze and they rank these high. It is not easy or fast, to get a page or a site, but it can make a huge difference. It is free, and its credibility. If you go on Google, and type whatever it is you're searching for, say ski gloves,'s -- Though sites have credibility, because they are ranked high on Google they must be great. It last forever, one of the beautiful things getting a high ranking, it tends to stick around for a long time, on the right side, it's time-consuming no guarantee. Difficult master. It does work. How do you create a page search engine optimized? Let's go into the next page. I will tell you here are the ski gloves, SEO, keywords and phases are so important, when they think about SEO, my site, no, you want to create a specific page, the indexing spiders will look at a specific page, one page if it's not about one thing then it knows about one thing, and it will rank higher. Make it a beautiful page the greatest gloves of the world. Then blogging on that page. Maybe you will have a video and link to the sites, links are so important. And then a SEO plug-in, part of word press, so many different plug-ins to help you and your allies analyze and help you to do it better. Creating specific pages for these pages that you want people to pay attention to. If you do this. You will get this to take a little while, and it may take two years. Yes in two years. You will be ranked really high, and in the future, you will think them. SEO one of the easy and free things he could do to market yourself easily that makes a huge difference. Number 2, content marketing. So everything online of course these days, it is about content. Content marketing is simply the process of creating content that is great content, really good content, interesting content, they like and embed websites or business, or your message into that content. On the right. We have info graphic, who put that out? You could see at the bottom. It says from the national aquarium. The national aquarium wants to have eyeballs to their website, and they want them to come to the aquarium. Just like you or me. If they just advertise, then no , but if they put out world octopus day. That's interesting right. Octopi as it would be. This graphic it's interesting kind of like a TV show. That's the whole idea behind television, you watch a great show. Then at least it used to be you watch the ads, now ways that pass them. That is the idea. If you can create great content within that content you embed the website in the business. You're going to get people to find you pick in a real organic friendly way. It's not expensive, it's not hard to do. Yet it is very effective. You want to create great content, it can be info graphic as it is here. And the webinar that we are doing here, now and you embed your message. Then you get it out, you use social media, your list. We will talk about how to create a list. And then whatever tools you have to create your content out there, and people will continue to share it is great content, and I find it interesting, and then you check this out, who hasn't done this in the last couple days, check out this video an article, and then I sent one to my wife this morning. We'll do that. If it is your content, your content people are sharing, you are known better and getting people to your site. As I mentioned, when it comes to content marketing.

I'm not just talking but I'm living it. Here's your e-book that we did. And we are getting it here, giving it away free. Five steps. You can download right there. And her friends at small business connections made this possible, it is a nice e-book. As far as what we are talking about today, it is content marketing. We are giving you book. And we are hoping that you really like it, and that you will check out the website, the point is to let you know about the e-book, animal here is more important, creating this is very easy. You don't have to be the greatest writer in the world, not a lot of world here, whatever your specialty whatever it is that you are great at whatever it is that you're doing in your business, you can write a book about it create a video, create an article, whatever the case may be. Whatever you do , you will have a link to your site, and in fact, we will look at video content marketing right now. This is tasty. This is how they do this content marketing. I guess I can talk over it. These are the fun videos, you might see them on Facebook. My brother loves to share these videos. It is very quick and is one minute. At the bottom right it's tasty, they give all of these great recipes, we're watching it and it's very fun to watch these videos, it's really interesting, and the idea here is we can all do this. Even making a video like this isn't very hard. Get yourself an intern. A staff member. Someone you work with. Someone who knows video, no shortage on that these days. And create a video, people watch video, and like I said with those stats earlier. Then there you go. At the very end, they give us a commercial, as we look at those tasty little cheese things, conical, we could all do this. Here are a couple of tools that you can use for your own content marketing, here are some tools that we use, in my business I thought you may want to know about we use these for infographics, Adobe in design works very well, if you just google free e-book maker, hire someone.

I higher a lot of people, these are all freelancers, to do their different freelance sites, and very affordable prices, you can get people to help create content. You just can hire someone to create content free, and people are all the sudden finding you, this organic impressive way. And number three, often email, as I said at the start. One of my favorite tools for growing business is Upton email. And an opt in email, for those of you who don't know, when you give your email address and name to a website, you are agreeing to have them you want their newsletter, or you want to comment on the comments, something like that. And you opt in. By creating your own list, getting people to opt in to your content and ideas, into your newsletter. They are giving us permission to stay in contact with them. In this world, where everything is marketing and advertising and where bombarded all the time. Whether we want to be or not, mostly not. There is a way to market to people who want to be marketed to. Who want to hear from you, and giving permission to you to hear from you, and how remarkable this is. Why love it so much, it is just permission based marketing. All sorts of benefits and your conversions will be higher, your responses will be higher, these are people who know you like you, and agree to hear from you, you will get qualified leads as opposed to unqualified leads. It is very affordable, and in the next slide I will give you ways to opt into your list. Creating a great brand. Growing your list, marketing tearless, that is your tribe, your people who are your fans and they like you and they like what you do, they want to hear from you. As long as you are not reusing , and abusing that privilege, then you will get people to opt in, and your open rate on your newsletter will be high, and all of those things will be good, how do you get people to opt in ? Lots of ways we see and do it, even his letters, having your own e-news letter, a great idea, it does create a list and people are saying yes , to that, click to say yes to the article, we may not like it , but if you go and register to see the content, you are creating your own list. You can do the same thing on your own website, a product displayed. Or an article. Whatever it is. Click.

-- To register for this webinar or any webinar, giving your name and email address, things like that. This is how we create a list or a free e-book. To take a survey or a Poll , getting people to opt in is the magic. Even more ways to build your opt in list, offer a free trial or a pop-up, here on the left, in the orange, it says do you want to convert your banding visitors into subscribers? Of course I do. Click yes. And then I get and add to the email list or a discount, another pop-up is on the right, save 10%. Another way you can get people to opt in of your website. Not so hard. A couple of opt in secrets. As we say in journalism world, with USA today, staying above the fold, online above the fold, when you go to a website and you don't's role to the top, right when you get to the website, that is above the fold, when you scroll that is below the fold, if you want people to opt in, you make the offer of of the fold, with a pop or on your own page somewhere. You make that offer obvious. Get five dollars off. That is an obvious offer. You make sure that you are offering benefits. People only opt in if they see value for themselves. They're not helping you out they want to help themselves out. Opting in works. Social media advertising. As I said. We all talk about social media we all know about social media. And we have a twitter following and a Facebook, have likes on her page. Or create great content, they will like us. Law, blah , blah , blah, time-consuming and challenging. Instead you may want to think about benefits. Look at the benefits. Where the eyeballs are. People are on social media. You can specifically target who you want to find. And you tend to get great results, use social media advertising for so many different ways. Likes, clicks, boosting the post, conversions, I will give you an example of the next slide. Here is the Facebook ad options. What you want to do? Create brand awareness or reach? Increase your traffic or engagement? Comfort people, Facebook has thought through all these things. Obviously. They give you many different ways to target people on their site. For example. For small business connection. We have Facebook advertising right now because we want to increase the reach, and hear a lot of this for us , very expensive -- You think ? Not so expensive, but you can do this on Instagram and YouTube, pretty much any of these sites you can advertise. And it works. Here is our ad on Facebook small business connection we are your business partner for success, e-books, and on the bottom you will see like our page. We are getting people to like her page. This is one of the ways we are growing our site. You can do that as well. And you can use this for selling a product, maybe a product you want people to click over to your site. Facebook will help you do that, you can target people. Target people into snowboarding or skiing, hiking, or in winter activities. Things like that. Facebook will help you walk through the process they have experts who do it, I'm not paid by Facebook but it's a very effective way to market and micro target who you will sell to pick and create very affordable ads that work. Even ads you pay per click, you don't even pay for it until someone goes to your site and does something, you're not even paying for people to see it but action on your ad is qualified leads. Pretty fantastic. Her some of the results, we reach 60,000 people, and we have 2000 likes. And definitely it works. Same thing on Twitter. You can advertise on Twitter, you want awareness. Do you want to create more followers. You want to promote a video. Or website, looking at all the different things you can create this for, what do you want to do? If you have an audience that tends to look at Twitter. And you can advertise in front of that audience. And you want retweets, clicks or conversions, anything works. Very affordable not free but great marketing it doesn't cost, it pays. It doesn't cost but it pays. You will spend the money but ideally you will make a lot more money in return. A couple social media advertising tools. Marty Smith -- I happen to work with Mari Smith , she can teach you about websites. Great tools and lessons, classes on how to do Facebook advertising, obviously a lot more than what I can talk about in the way of are the two resources that can get you started in the right direction. Retargeting, an idea of what you can do, what is this? Recently I was on Facebook and I saw for whatever reason, a picture of a canvas tote, I liked it, and I wanted a new travel bag, now I see ads for canvas totes, not just on Facebook but if I look@USAToday.com, I will see ads for canvas totes, and why is that? It's called retargeting, re-target our.com, generally, I don't like reading slides but this one I want to read a little bit generally only 2% web traffic converts on the first visit, retargeting is a tool designed to help companies reach the 98% of users who don't comfort right away, using a simple script to follow your audience over the web. There was a Java script accepted the cookie, and I saw ads for canvas tote, any of us can do this with their website. It is a very affordable way to get people to remember you. Often only 2% of people convert on the first click, they have to hear about you couple different times before it sinks into consciousness cut out to retargeting them . By the third or fourth time they remember you, I do like that canvas tote. That is retargeting and it works, it is flexible, easy and affordable. Any of us can use this little marketing trick. Then number five today, is Niche advertising,

two places and three different ways you can advertise in Niche paces, podcast, and E newsletters, say you sell snow gloves. There are certainly many other sites big sites that have E newsletters about supports. Who goes to those site? Those are the people who are interested in winter sports. That audience has already been created by that big website in your industry. You can go on to that website and E newsletter, and you can advertise. It will be very affordable because it is a limited number of people actually 5000, maybe 50,000, you are not buying 1 million, but because you're only buying advertising to get in front of that select group, and to advertise in the E newsletter, people are going to be interested in what you're selling, because that is what they're interested in, you're not reaching a bunch of people who don't care, but people who do care about your ski gloves, or on a podcast, so many today, look at the stats, I'm not going to read them but read them yourself. They listen to these ads and they listen all the way through. They remember the ad, and they remember where it came from. Remember that show cereal, it was a phenomenon, the kid was allegedly killed in his girlfriend I won't get into it but there are a lot of different advertising and marketing success stories in the podcast world I will leave it at that. You can do it on the podcast, or how about Craigslist. Who reads the classifies quests out for classified speak from the list. If you put your business in front of them. Either it will be free or inexpensive to advertise. It works if you have great headlines any use photos, have recommendations. This is a very Niche ideas, these work. Podcasts and newsletters, very cheap and affordable. And yet they are very effective. Here I know one guy who became a millionaire placing classified ads. How did he do that? He found ads that worked. He tested them and whatever he was selling, I don't remember, but he was able to advertise in the newspaper classifies and then Craigslist, then he found an ad that worked, he knew that was a moneymaker, any rolled it out. People can be very successful using this strategy, a lot of people are going to Craigslist. Here are five easy marketing trick and ideas content marketing, infographics and podcasts, newsletters, videos opt in emails. Social media, advertising, it works and is very effective. Even if you have no following, your social media advertising can get your business in front of the people you wanted to. The same with this Niche advertising it works very well, my timing is very good, I will hand it back to you Alexa, I will take some time to answer questions. If I don't get your question, email me, there is my email address at sstrauss@mrAllbiz.com , thank you so much back to you Alexa.

Thank you Steve we will move into the Q&A portion of the webinar. And as you said, we will address as many questions as we can in this time remaining. We typically do have more questions than time allows. If we don't get a chance to address your question, as Steve said, his contact information is in his slide deck, we will send this out to everybody after the webinar ends if you haven't had an opportunity, you can download the slide deck within the slide deck player as well, reach out to Steve, and also we encourage you to connect with your mentor who can help with applying the strategies. That have been discussed today. With that we will jump into these questions. Steve. We have had many questions. Around SEO , one in particular from Lauren and Patricia. And from to loop. -- Can you elaborate how you create this plug-in, asking what type of plug-in do you use? What do you recommend that they do by themselves, or to hire someone to help, if you can talk just a little more about that?

Sure.

Let me start this, the way Google became Google, originally back in the day, if you just loaded your page full of keywords and key phrases. Search engines may find it. The guys who created Google, realize that is not the best way to analyze the website. And a better way to analyze a webpage, is if there is lot of webpages linking to that page, if they are linking to it, that is quality, interesting valuable page, the first thing you want to do is create a page that is valuable and interesting, so that people can like it. Even still, the Google algorithm is very mysterious. For sure. Getting people to link to your page is something that works. You ask what kind of plug in I would suggest, the word press as CEO, by YOAST , it's just something that you run to the backend of your website. When you create a page using word press, so many of us use this now days, this plug-in will analyze it for you have green for good

and it will have things show up, and how to fix the page, YOAST is a good one,

SCM rush, Google it find the platform that you build your site on. And should you do it yourself. If you can afford to have someone help you, I would say have someone help you. It is a little geeky. And it does take some time. To create the page and do it right. If you have the time and do it yourself to have someone affordably, you can

find someone affordably and usually that is often the better way to go.

Next question, comes from David. He says you make this all sound easy. Especially the blogs in the opt ins. What advice or what is one piece of advice or a few pieces of advice that you can give to somebody starting from scratch. Nothing to blog about.

Great question. Let's assume the person has a business. Or they are starting a business. Take what it is that you know. That is what you want to create a blog about, or newsletter about. Either your business or some partier business that you think is interesting, that you know. So that you know it is real and organic, and it is not hard to create the content, if you find it interesting, that should translate into the content you create. And that will be more engaging content rather than I know the phrase snow gloves is important in my business so I will log about snow gloves, maybe some part of skiing that you like, the adventure part, or maybe learning a new skill , something like that, that is what works, it will engage you and other people. Start something you know related to your business. Should have interest the people will that you will try to sell to. Then you will start to get it out, create an article, or a video, launch a podcast, as I say. You start to get it out there. You might want to buy some names maybe you will advertise it, use Facebook really easily. Create likes and opt ins, slowly create

a list, don't buy a list, there are so many lists for sale, it is a waste of your time, and a waste of money. How many of us, all of us end up on the list that you never opted in on, you don't care what it is that you are hearing from that person that's because someone bought your name you don't want to buy names. Really it's the matter of creating great interesting content, getting it out there, getting people to like and share, and opt in from there.

Next question comes in from several folks attending today, around the use of Facebook and social media. Asking to believe organic growth on Facebook or twitter are dead? From Sheri. Saying she sees

little to no engagement unless she boosts or advertises. It seems the reach may have disappeared.

No I think that is a point very well taken, it's very well it's more challenging to create a Gore for the organic it's not impossible people do it. Facebook especially is going towards a pay for play model, as we say you have to lose the post to get it engaged. That is not 100% true, organic Facebook pages are not dead, and they do work. It takes a little more time and effort, then it used to, Facebook doesn't help you. And it doesn't make it any easier as it used to. They want to make their money clearly. That is what they are interested in, you can do it, it is harder and it is a matter of mixing them both up, create your real Facebook page, inequality content, those things don't go away. That will be true. You need to in the extent that you have a budget for, it works. You should check on boosting posts, Social Media is trending, and you have to use both to grow your social media presence for sure.

Next question from Mike, he would like further clarification regarding creating a sticky site, he wants to know if it is good enough to use one of the suggestions such as a blog, should they be using many of those suggestions he just wants to make sure that he is not overdoing it. And using a variety of these suggestions. If you can use more than one it's better. On that slide I listed a lot of ideas, videos, blogs, infographics, podcasts, start with one. Social Media as well, start with one site, one tool. If it is blogging, it's great because no one expects it to be the well-written thing ever, you can write something interesting and fun, two paragraphs, people comment on it, you are creating SCO, and what your business does, you are getting keywords in your blog, then you are creating user generated content. Keywords and key phrases, this is a blogging , this is a way you can add in other ideas, if you have time. And if you have effort and energy around the resources to do so, that's great, some people like to look and some people like to read, some people like to enjoy content in all different ways. I like reading, people come to my site, they just not only like to read but they like to watch videos, the same for you, you want to engage people in all different ways so that they find you, and they like you, and they stick around.

All right the next question from Steven, asking if you can advise on where you might get the biggest bang for your buck, by hiring someone else to execute a marketing strategy versus doing it yourself.

I generally think when you can hire an expert to help you pick it behooves you to do so. We small-business people have big egos, we think we could do it all. Often we can do a lot of different things, you wouldn't have started a business if you didn't think you were pretty talented and yet something that you had to share, you wanted to share, and to leave your job and go start a business. It is a major undertaking, and I applaud everyone who's done that, it is scary, hard, fun and all those things. All those different hats are not so easy, there are some hats that don't fit so well. Maybe you don't do accounting or marketing very well, it makes a lot of sense to bring in someone who can round out your team, the best small-business people I know who make a lot of money, who have a lot of time, who are effective have a great team around them. I think that's true for any of us. It's great to do it ourselves. But it will cost you more time in the end, then it's often worth. I think ringing in some one who executes these ideas, if it doesn't resonate with you to do it, if you can get someone else to do it, that's great.

Okay this next question comes from Paul. He's asking. What is your advice on the content

with regards to creating content, should you create content with the type of AB testing? The 80 20 rule?

You do some general advertising, and to see what ads are working best. There are tools to help you do NAB advertising. You will see which one pulls best to bring people into your site, that makes sense. When I knew this guy doing classified ads he did a lot of AB testing. Which call to action works best. Online advertising Facebook, Twitter, Google, you can tweak your ad immediately, you can play with different ideas, see what had works. Within a fairly short timeframe, you will know what kind of words, or what calls to action work best for you. And then double down on that ad, to make sure that it works and you invest in it. A great idea that works, I think that is smart. Okay.

We have one last question. Asking if you can provide some good strategies or ideas for businesses that still rely and do very well with word-of-mouth referral. My favorite.

I haven't even talked about it today. So word-of-mouth. This has always been great. One person telling someone else, I like this business. They have a great experience ordeal, you are really going to trust it. These days I call it word of click. What you really want, is to get people to click on your content, whatever it is that you do on your website, if you have any little e-news letter, that's word-of-mouth. If someone read tweets your tweet. Word-of-mouth is a word of quick content, sharing it, and having people share on top of that. That's the best thing you can do. I've given a webinar on word-of-mouth. I a believer, you have to adopt it for the world we're living in today. One person if they have a great experience they can tell thousand people, or they can go on to say they hate that business. We want people to give us great reviews. And great cliques, and viral videos things like that, that way.

I hate to say goodbye, you are the best, I appreciate you we all do.

Steve you bet. Thank you so much as well for being here today. Sure in this presentation. I want to thank all of you for attending as well. We do appreciate your time in attending this Live Webinar, if we didn't have a chance to address your questions, we would like you to connect with your score mentor, to further assist you in applying these suggestions. And strategies. As a reminder. The link to the recording for the session and a presentation slide deck will be sent in a post event email, the slide deck contains information where you can reach out to us for further assistance.

Registration is open for the fall virtual conference coming up October 24. We would like you to be encouraged to sign up and join us, nine educational webinar, on mentor in, this will be available on networking, and a wealth of resources available to help you with the success with this startup business, start up by clicking on the link located on the site, and go to www.tran02 .org , have a great rest of your day and weekend ahead, see you back take care. >> [Event Concluded]