


YOUR FREE GUIDE

7 ways

to grow your
business from
scratch - that
don't cost a
cent!





If you are just starting your business, and are wanting to attract your dream clients, use this guide to find ways to promote and grow your business from scratch. These easy, FREE strategies, are a great way to start to gain a clientele when you don't have a marketing budget or a following.

Putting yourself on the map takes time and patience, but using these strategies, you'll be able to grow your new business faster and start to build a loyal client base.



START

Business Growth Strategies

7 KEY STEPS

Ask friends and family

Consistently share

Follow and engage

Approach local businesses

Offer discount or promotion

Work for free

Educate yourself

1. Ask friends and family to help promote you.

Yes, that's right, shamelessly plug yourself to your friends and family! After all, they love and care about you and are generally happy to help you reach your goals in any way they can.

Ask if they would mind sharing a post on social media, commenting on your recent posts to boost your engagement, and just talking about your business to anyone they meet.

Sometimes when we start a business, we just assume that those around us will talk about it if the time is right, and that may be so, but you need to ASK them to help you and let them know how much it means to you.

Using your network to promote your business is going to be one of the strongest and most powerful ways you can grow your business when you are starting and don't have any sort of reputation.

Along with just asking nicely, you could offer them a referral reward in exchange for promoting you. If you find that someone is particularly diligent in sending clients your way, make sure you show your appreciation, and reward them where you can. This will encourage them to want to share even more.

You could even consider joining clubs, or social groups to meet more people and expand your network.



2. Consistently share on social media.

When you're starting, it's easy to get wrapped up in the details with trying to perfect your posts and questioning if what you are putting up is worthy.

Let me tell you, we ALL sucked when we first started on social media. I look back on my first posts and I'm like *face slap emoji* But that's ok because posting something is better than posting nothing. You will get better in time, and you'll see what your audience responds to and what's not so hot.

The biggest key is to be consistent. A random post here and there does not appeal to the algorithm. You have to pick a posting schedule and stick to it, whether that be daily, bi-daily or weekly, pick a frequency and keep to your schedule. Make your posts thoughtful and intentional, and use other businesses and industry leaders as inspiration for photo and caption ideas. That will make it easier for you to create your own content, put your own spin on it.



TAKE NOTE

*Social media is
about sociology
and psychology
more than
technology.*

- Brian Solis

3. Follow and engage with similar accounts.

Like attracts like when it comes to social media. Have you ever gone onto the popular page and noticed every post and every photo is something you like or are interested in? The algorithm knows you! Which means you can use that to your advantage to gain more exposure and reach more potential clients.

Start by liking and commenting on posts that are similar to you. Let's say you are doing hair extensions, you could go onto local eyelash extension pages and like and comment on their photos. The people that get eyelash extensions are also likely to want hair extensions, and so it puts you in that same arena. If you are doing hair and make up for weddings, perhaps go on a local wedding photographer, or florist pages, and comment on all their latest posts. To take it one step further, you could even look for their active followers and follow and engage with them too.

4. Approach local businesses to collaborate.

Are there some local businesses that have a similar clientele to your dream clientele that you would like to connect with? Reach out and start the conversation!

If they are similar or a new business like yours, you may want to look for ways you can help each other.

Whether that be an exchange of services and then promote each other, or doing a joint giveaway on social media, look for ways you can create a mutually beneficial agreement.

If you are approaching a bigger, more established business, you will need to up your offer to work with them. I get asked a lot to promote smaller, startup businesses. And while I appreciate the effort and diligence, I always ask “what’s in it for me?”

A lot of the time people are asking to be promoted in exchange for - nothing.

This is not going to be appealing to a bigger business with an established following. Think about what you can do for that business, whether it's offering your services for free, in exchange for promotion, or just start using your platform to promote them first, so that they can see you are a fan of their and are committed to building a relationship with them.

At the end of the day, it doesn't hurt to ask. You may get knocked back, but at least you will know if your approach is working or not. And if it doesn't work the first you ask, you can always ask again in the future, leat of all they will respect your diligence and persistence in wanting to work with them.



5. Offer a discount or promotion.

Have you thought about getting business cards? Even better than a business card, would be a promotional card with some sort of offer.

If you are starting your business from scratch, using an opening offer can help to attract more clients, even if you have to slightly discount your services. Depending on the cost of your services, you could offer a \$10 or \$20 discount to all new clients that come see you. Making your business card size card, you can have your logo and branding on one side, and an offer on the back. This is going to be far more appealing to a potential client than just a plain old business card.



Once you've got your cards, you can then approach local storefront businesses that may have a similar clientele, and ask to leave some of your offer cards on their front desk.

When I was starting, I would even go to retail stores where I thought the workers may be interested in hair extensions. I would tell them about my business and let them know I am looking for new clients, then ask if I could leave a few cards.

Sometimes they said no, but more often than not they were happy to help. I had more time than money, so I used my time to look for ways to promote my business as often as I could.

I ended up gaining a lot of retail workers as clients, who then would promote my hair extensions every single day while they were serving hundreds of customers at their store.

It can be nerve-racking to start with, but once you've done a few stores it gets easier and your confidence grows.

6. Work for free.

Did that make you squirm a little? I get it - doesn't sound like a whole lotta fun. However, this is something I notice many new business owners are unwilling to do.

You may be thinking, "I'm starting a business to earn an income, and I don't want to 'lower myself' to work for free". I'm here to tell ya honey - you've gotta do some free work.

Now I'm not saying go out and offer everyone free services and spend all your time working for free. However, you've gotta give as much as you can, and in particular to the right people.

For example, if you are a makeup artist just starting, you could approach photographers and models in your area and offer to do free makeup for their photoshoots, in exchange for rights to be able to use the photos. If you're a hair extension technician, you could reach out to local influencers and offer your services for free in exchange for promotion to their audience.

Make sure you are opening yourself up to possibilities for chances to work and be useful to other people. If nothing else, you will at least gain some industry experience and meet some new people. And in the best-case scenario, you'll gain more exposure, have extra content to post on social media and start to identify yourself as a professional in your field.

Another way you can work for free to ask someone you admire or look to as a mentor and offer to work for them for free. Whether that be shadowing them for a day, or just working as an intern in their business in some capacity, you can learn a lot from successful people who have gone before you. This is a powerful way to learn and grow and to use your time to better yourself.





Its so simple - Use
the free information
you find on the
internet to learn how
to market and grow
your business.

7. Read as many books as possible.

I'm a business owner who knows a thing or two about marketing, but there are many marketing experts who will offer training, advice and strategies for free online.

Use your time wisely and make the most of the free resources on the internet. I am constantly surprised by how much you can learn about growing your business and finding new clients, just from the free information on the internet.

Whilst you are starting out and not flat out busy doing clients, use this time to research, and educate yourself in different marketing strategies. Investing this time in yourself and your business will have long-lasting effects that will benefit you and help you to grow.

Although this guide is mostly free things, you could consider buying businesses and marketing books to read while you can.

Second-hand stores often have business or personal development books that you can pick up very cheap and use to educate yourself.



THE STARTING POINT

*Are you ready to
launch and grow
your business?*

PRO TIP - Take action
on this guide and put at
least 1 thing into place
immediately after
reading this.

MAKE
IT
HAPPEN



Let's get social!

CONNECT WITH ME



Thanks for reading and I hope you enjoyed this guide to growing your business from scratch!

I would love to know your thoughts on this topic, please connect with me on my socials to let me know your ideas and what has worked for you! For more tips and business strategies, you can find me on the following social channels:

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