

Nine FREE Ways to Get New Customers

*By Arthur Cronos
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If there's no time for the things you
love, then do the things you love
exist anywhere in time?

If they don't exist anywhere in time,
then are you having *any* things you
love in your life?

If not, why not change time?

— *Richard French*

DISCLAIMER:

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Introduction

Thank You!

Thank you very much for downloading this special report about free methods that a local business can use to get new customers.

Hopefully, this special report will provide you with clear and simple steps that you can use to help your local business prosper. All of the methods in this special report are free. They don't cost anything, and the time you spend is well worth it.

These methods increase the visibility of your small business, and maintain an ongoing conversation with customers and potential customers.

All businesses rely on marketing. Marketing and the sales create income, which is the lifeblood of the business. And in the end, most selling is done through words. When you think about it, it is an obvious fact that maintaining an ongoing conversation with a potential customer is what actually leads them to buy. And your existing customers?

Maintaining an ongoing conversation with your existing customers is what reminds them of what they like about your local business, and leads them to buy more.

More sales equals more income. More income equals better survival, and prosperity, for your local business.

All of the marketing methods here cost nothing, will improve your image in the eyes of your customers and potential customers, and over time, you're implementing the methods given here will increase your customers.

Share this special report with your friends

You may share this special report with your friends, associates, and family.

Please also share the following link to this report on Facebook, on twitter, on LinkedIn, on MySpace, and on Google plus.

Include this link in an e-mail you send to your e-mail list.

<http://copydragon.com/nine-free-ways-to-get-new-customers/>

Expanding further

Also, if the local business owners you share this report with are inspired to market their business better, and decide to purchase marketing design services from CopyDragon webwriters (fast-creation websites, email marketing, free reports, mobile sites, promotions), the local business owner can have \$50 off their first marketing consulting job if they will tell me they were referred by you, and you may have \$50 off your next marketing design job as well.

Want a free discovery session?

Contact us at [CopyDragon webwriters](#).

1 ... Begin Collecting Customer E-mail Addresses

Begin collecting customer e-mail addresses, so you can begin an ongoing conversation.

Think of the benefits and special offers that you can make to existing customers and to potential new customers.

Let customers know you e-mail coupons and special offers.

Sign up with an e-mail service like [AWeber](#) or [AutoWebBusiness](#) to keep your e-mails legal and to make sending them easy and quick.

(If you need help with this, contact [CopyDragon webwriters](#).)

2 ... Find an "Employee Referrer"

Find local businesses within a few miles which have 20 or more employees.

You can do this online at Manta.com or by accessing your local Chamber of Commerce directory.

Or simply go through the phonebook, because you are probably familiar with many of these companies and you know which ones are larger so you only need something (like the phonebook) to remind you of these companies.

Then, go in person call them, or send a letter and postcard. Introduce yourself, and tell them you'd like to offer their employees a coupon for your services area see if they would be open to giving out coupons to their staff.

Once the employees of that company began coming in with their coupons, remember to capture the e-mail addresses of these new customers, so that you may maintain an ongoing conversation with these new customers, to transform them into ongoing customers.

3 ... Find a Local Advertising-Swap Partner

Find nearby businesses, who were not your competitors, and who have a lot of foot traffic.

Visit them in person, and see if they would be interested in swapping flyers or brochures. You would give their flyer or brochure to your customers, and they would give your flyer or brochure to their customers.

It will work best if you set up a system that is automatic, such as including the flyer or brochure in every sack with a purchase, or with every invoice, or getting it out with the customers change when the customer is paying for whatever it is they bought.

This automatic system will be 10 times as effective as just leaving folders or flyers lying about somewhere.

4 ... Give out Repeat-Business Coupons

Give existing customers a coupon for their next visit.

Include an expiration date on the coupon, so they'll come back soon.

This could take a little thought, about the timing ...

For example, if your average customer comes in once per week, then the coupon should expire in three or four days. Or, if your customer comes in once a month, the coupon should expire in one week.

5 ... Create a Company Facebook Page

It's smart to create a company Facebook page, because Facebook actually has more daily traffic than Google as of March, 2010.

Note that you personally would have a personal Facebook page, and that is really intended for your family and your personal friends.

But Facebook will also allow you to create what is called a "business page" and this is specifically to promote your business. (If you need help with this, contact [CopyDragon webwriters](#).)

Put up a sign inside your business asking customers to "like" your Facebook business page.

Use other ways of requesting the same thing:

- a restaurant should add it to their menu into any table tent advertise
- a shoe store should include a flyer with every purchase
- a barbershop should have a sign on the window to speak to passersby on the street.

6 ... Post Special Offers on Facebook, and More

Start posting special offers, coupons, pictures, news, and personable or useful information.

For example, if you were a store specializing in selling hiking and camping gear, you might post a link to an article on your website's blog which provides tips for cold weather camping, during the winter months.

If you need additional tips on what to post, you can find lots of advice online. Just search "what to post on Facebook" and if you want help with this, contact [CopyDragon webwriters](#).

7 ... Get Good Reviews on Yelp and Elsewhere

Ask customers, especially you are trustworthy best customers, to post reviews about your business on Yelp, Super Pages, and Google places.

Note that these “authority” sites provide backlinks to your main site, which impresses Google, and can move your main site higher in Google’s search results.

And of course, if you *don’t* manage your reviews, then *chance* will manage your reviews, and that may not be such a good thing. (Remember: a really irritated customer could be likely to post an irritated review, and that will poison other folks, who read these reviews.)

Use Yelp and Other Reviews to Improve

Remember that Yelp can actually assist you to improve your business.

A negative review in Yelp could alert you to some part of your operation which is operating in a less-than-superb fashion, and by becoming aware of the problem, perhaps you could fix it.

Secondly, a negative review in Yelp could permit you to contact that discontented customer, and clean it up. If you do that, you could transform an unhappy customer into an ardent supporter ... and you could motivate them to change a negative review into an enthusiastic review.

Remember the formula to handle an unhappy customer –

The L - E - A - S - T Formula

L-isten
E-mpathize (I feel exactly the same way when that happens.)
A-pologize
S-olve the problem
T-hank them for bringing it to your attention

[This handy memory-aid courtesy of Harvey Myers. Thank you, Harvey!]

8 ... Examine and Improve your Google Search Results

Take a look at your website, and how it ranks in Google for the phrases that a local customer would be likely to use in searching for a local business of your type.

How to boost your business in Google's ratings:

If possible, use a search enabled domain name. (If you need advice about this, contact [CopyDragon webwriters](#).)

Add additional pages, articles, or blog posts regularly to your website. The reason? Google thinks that websites which change often are more important. And because this makes your website grow, it also means that over time you will have a larger website, and Google also thinks that larger websites are more important.

Be sure to create a dedicated "mobile site" because Google rewards people that have a mobile site with higher rankings. (That's because Google wishes to make its customers, the people who search, happy. And around half of the searchers these days use mobile phones. And the regular site on a mobile phone is either unreadable, or un-navigatable.)

Mobile Site

Having a dedicated mobile site and special coding so that visitors using mobile phones are automatically sent to the mobile site makes the visitors happy, increases your sales, makes Google happy, and increases your rating in Google's search results.

(If you need a mobile site built contact [CopyDragon webwriters](#).)

9 ... Problem: No Website?

No Website? That's a BIG problem.

Here's why: In every town and city in America, local customers are turning to doing online searches when they're looking for a LOCAL business.

- Smartphone use is expanding rapidly
- By 2013, going online with a smartphone will be more than all laptops and desktops combined
- Ninety-Five percent of all smartphone owners report they have search online for local business
- Sixty-One percent of these users then call the local business, and fifty-nine percent of these users then visit the business.
- Ninety percent of these people act within one day

If you're not there, you lose.

Getting a Website Up Fast

If you want the most power, and a website optimized to automatically and unconsciously appeal to your target customer, including google-smart methods built in, a back-door so you can update a page yourself any time you wish, and the ability to engage customers in an ongoing conversation, then contact CopyDragon webwriters for a free 15-minute discovery session –

<http://CopyDragon.com>

If you have a strictly limited budget, and you want to do it yourself, get a copy of Arthur Cronos's revealing how-to book, "Marketing Online, Clear and Simple, for Local Business" on Amazon, in print or Kindle editions. (Kindle Prime members may be able to borrow the book for free.) –

[Marketing Online, Clear and Simple](#)

If you have a strictly limited budget, and no time, ability, nor inclination to build your own site, then get the most important step done – get on the web so searchers can find you. You can get a one-page website on a search-optimized domain name for as little as \$99 here –

[WebNova.Net .. the AffordableWebsites](#)

Adding More Power

Want to increase the traffic to your site, access the "other" half of all the searchers, and increase your Google search results quickly?

- Consider, that by 2013, more people will be searching via smartphones than by laptops and desktops.
- Consider that Google "rewards" people that have fast-loading, easy to read mobile sites by giving them higher rankings in both the regular search, and in the new mobile searches.

Contact either CopyDragon webwriters, or WebNova.Net and get a simple mobile site added to your online presence. It pays.

Resources

The following links to online resources may be of interest –

CopyDragon webwriters

<http://CopyDragon.com>

the book “Marketing Online, Clear and Simple”

[On Amazon with print and Kindle editions](#)

[Website with how-to video series](#)

For the Limited Budget: WebNova.Net ... the Affordable Websites

<http://WebNova.Net>

Mailing-List Manager Companies

[Aweber](#)

[AutoWebBusiness](#)

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<http://bloggard.com> (The Adventures of Bloggard: Over 400 “micro-stories,” many humorous, about people and places, from Texas to San Francisco, from Paris to China.)

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COPYDRAGON Webwriters

"Weaving your spell,
like smoke becoming gold .."



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