

businessfulcrumlimited

marketing advice and support services



Keep in touch!

Did you know that it takes six times more effort to gain business from a new client than from an existing one?

I thought I'd better share that small detail with you, since most entrepreneurs are so intent on finding new clients and gaining new business that they forget all about keeping in touch with previous clients. Now this is definitely missing a trick...

... because the people who have bought your product or used your service may well buy from you again and spread the word...if only they remembered you! So make it easy on yourself. This might sound like yet another thing to do but it really is great for business to remind clients that you exist.

You might do this by dropping them the odd e-mail:

"You must be back from that holiday in the States – how was it?" or "I've just heard of a workshop on time management and remembered you wanted to advice on that subject..."

You might forward them one of those Internet jokes that regularly do the rounds. Be careful though, don't overdo it and take up their valuable work time; and please make sure they are on your humour wavelength!

You could send them a regular newsletter. I use the word "regularly" advisedly. It means you won't be hoist by your own petard when you suddenly become too busy to send something that has been promised "monthly" for example. The main thing about sending out a newsletter though is WIIFM – "what's in it for me" – from the point of view of *the reader* (your client). Your clients will not be interested if you have new polo shirts with your company logo on but they might well be interested in something connected with your business and theirs – latest legislation? Hints and tips? Newest and whizziest?

You could invite them to your own networking event, to lunch, to coffee or to a round of golf.

Whatever you decide to do, make sure you do it on a regular basis - because when they or their contacts need a company like yours - you need to make sure that they don't go for a company **like** yours but actually for **YOUR** Company.

Now whilst we are the subject of keeping in touch please indulge me by having a little look at your work life balance stuff because we need a little perspective here. As your business takes off, you must make sure that you also keep in touch with your friends, your family...and yourself! Whatever you do, don't erode what should be quality time by constantly checking e-mails and sending texts.

I know running your own business is not a 40 hour week but **you** need time out to re-charge your batteries and **they** need to have time out with you because just occasionally you can be nice – if you try. Believe me nobody said "I wish I'd sent that e-mail" on their deathbed...

Hampshire based Jane Buswell provides marketing services from branding to copywriting and works as a marketing mentor to those businesses that recognise they need a bit more focus and direction to build their company. Contact her via janebuswell@businessfulcrum.co.uk or on 07970 632077 for details of her free company healthchecks and check out www.snakesandladdersworkshop.co.uk for details of her **Snakes and Ladders** workshops: "Great Marketing and Follow Up", "More Sales Please" and "Dealing with Business PMT" (Procrastination, Motivation and Time Management!)

definition: fulcrum the main thing or person needed to support something or to make it work or happen.
Cambridge Advanced Learner's Dictionary company number 4841379 www.businessfulcrum.co.uk