

How to Target and Find Customers?

By helping them *FIND YOU*.

Compilation of tips and strategies based, first, on the personal businesses and life experiences of the presenter's 55+ years in business; plus, other items discovered through Internet research of hundreds of articles from other contributors. Presented by: Steve Carver, Fast Forward Services, Inc. Email: stvcarv@aol.com, Telephone: 919.902.0522, All copy rights reserved.

2021 Fall Entrepreneurs Academy

"Starting and growing a new small business in 2021"

- Week One Start business. 24 things you must and do before starting a small business. Gain knowledge about marketable profit centers, easy lesson about becoming : legal; LLCs, etc".
- Week Two Business Plan. How to create a simple business plan designed to prevent pitfalls, give confidence and estimate potential earnings before taking any risk. How to price your products and services,
- Week Three Marketing. Make your ads pay for themselves and create future business opportunities with our Golden Goose Marketing Plan.**
- Week Four How to find customers. By helping them find you.
- Week Five Cash Flow, Fund and Finance Bus. Learn various way to help find the funds .
- Week Six Bookkeeping. Learn the many ways understanding your bookkeeping system Learn basic forecasting and "Yes if - No But" negotiating skills.
- Week Seven Taxes. A comprehensive overview of the various taxes, fees and license you Professional sales tips o help you plan negotiate and close deals while creating a long-term sustainable base of RFCs "Raving Fan Customers." The RFC will help keep your business successful for many years.
- Graduation Award** - Certificate will be presented to attending major portion of classes and demonstrating to presenter a good working knowledge of the basic information covered.

Wednesdays 5:55 PM

live ----- on – line

Dial-in number (US): (425) 436-6300

Access code: 854281#

International dial-in numbers: <https://fccdl.in/i/stvcarv>

Online meeting ID: stvcarv

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30 - DRILL – SKILLS

Video 7-12 <https://youtu.be/W6mkUYWdg5c>

1. A great business plan will help you avoid unexpected pitfalls and expenses and tell you..... *What's Left!*
2. A great marketing plan will provide you “the golden egg – sell” and golden goose when you know *What's Next!*
3. Three types of marketable profit centers are
 - a. *new customers/daily.*
 - b. *traffic builders, repeat continuous business at higher margins.*
 - c. *big ticket / grouped product-service sells.*
4. RFC is Raving Fan Customer
5. NDCP is No Demand Change Plan
6. ABCD is Always be Connecting Dots

Video 7-12 <https://youtu.be/W6mkUYWdg5c>

7. By the Way is password to UP-SALES and CROSS-SALES and Stacking Profits.
8. 3 important rules for catching fish are 1, 2, and 3. Keep fresh bait in the water.
Catch customers: Keeps sending continuous promotions.
9. The best way to find customers is _____. Help them find you.
10. Our business cannot be all things for all people.
However, it must be EVERYTHING to some people. _
11. Do not plan to pay off long term debts with short term cash flow. Why?
You'll go broke very quickly.
12. What is the difference in marketing and advertising?
Marketing: Long term, Big picture. Advertising: Targeted, short term.

Video 13-16 <https://youtu.be/kvktpapvR6w>

13. Who is your toughest, meanest, strongest competitor? You and your Distractions.
14. What skill is needed to fight that competitor? Setting and achieving PRIORTIES.
15. Define Fair Market Value. The price in terms of money that a property will bring if exposed on the open market, between a willing seller and a willing buyer, neither under any pressure and both of whom are fully informed of all the uses, advantages and disadvantages of the property.
16. What is L and H advertising? The Look and the Hook.
Ads must look great and included a "Call to Action" hook.

Video 17 -20 https://youtu.be/_IF9-qN4tQo

17. Define: Positive Cash Flow? When a potential buyer enters your space with readily available money to spend.

Define: Negative Cash Flow? When that same potential buyer leaves your space without spending money with you.
18. Explain the "Take It or Leave It." Merchandising messaging mistake.
When your merchandising pricing does not encourage negotiating or any options for the shopper.
19. Explain: The THREE TIMES RULE when pricing products and services?
Start pricing considerations at three times your cost. Then compare to current Market. Then adjust as needed.
20. Explain: the 27 TIMES RULE when planning a targeted advertising campaign.
A shopper needs to see your marketing presentations 9 times before they'll consider you as "Credible" and consider awarding 'big ticket' business to you.
Shoppers will miss seeing your best placed ads 2 out of 3 times.
 $9 \times 3 = 27$. Therefore, when planning an ad campaign, make sure you have peppered The target region/area/group with more than 27 small "introductory" marketing efforts.

Video 21 - 26<https://youtu.be/z8jIwGH8NEQ>

21. "YES, if – NO, but" Negotiating. Keeps the shopper talking until you can close.
22. Our # 1 most important web page is: MOBILE PAGE made for cell phone screens
23. Our # 2 most important web page is: Pages that SELL! The landing pages.
24. Why do customers come back? 40%: Customer Service & 60 % Hospitality.
25. When closing a sell, do your best to SEND & Read: Non-Verbal Communications.
26. Who motivates others? An Assertive Person

Video 27- 30<https://youtu.be/7oGSPVWVSc>

27. Which is a" good thing?" Tax avoidance or tax evasion?
28. It's not how many times you are knocked down that counts.
It's how well you get back up that really matters.
Be determined to Win the Race.
29. Will your legacy be that of a" Taker or a Giver?"
30. Be the best person you can be. Help others.
Let your "candle light" shine.

**Where can you get expert small business counselling and access to
a treasure chest of resources to open doors for networking opportunities?
at the Small Business Center near you.
Make an appointment today**

See Map->

<https://www.ncsbc.net/DocumentMaster.aspx?doc=1001>

Develop a plan for each customer group.

Raving Fan Customers. RFCs do not happen by themselves.

You must plant RFC Brain Seeds. Step 1. You must pledge:

"I'm going to do everything I can to see that
you are 100% satisfied with our products and services."

Step 2. You must pledge: "You are going to be so pleased and happy
you choose us, *you'll want to tell all your friends and family*

HELPING CUSTOMERS FIND YOU.

1-2-3-4 Punch, Do It Now

1. Create a powerful **MOBILE PAGE** at your web site.
2. **Raving Fan** Customers and
Continuous Promotions
3. **Google My Business**
4. Your own **You Tube Channel.**
5. Offer many **Marketable Profit Centers.**
And Use as many **DBAs and private labels** as needed to attract
Targeted customer groups.
6. Identify and target customers groups and niche groups for each
Marketable profit center.
7. Feed your **database** new info ASAP.

8. Use **SEO** strategies to insure the “landing web pages” are productive.

https://carverequipment.com/farm-maxx-prices.php

*** Assembly:** This model is shipped in a plastic covered crate. The assembly process is not easy and will require several hours labor. A helper will always be a great idea. First time tractor owners and folks not accustomed to assembling farm and hay tool implements will be wise to solicit the assistance from someone with experience.
**** Using with sub compact and small compact tractors with low profile turf tires:**
 a. This manual model is somewhat difficult to assemble, level, attach, mount and use with sub compact tractors and compact tractors with low profile turf tires. The assembly process will be challenging to first time tractor owners or without experience assembling hay tools.
 b. PTO shaft may need to be cut (made shorter) to work with the subcompact tractors. We can provide tips to help with a link to YOUTUBE videos.

7.0 foot cut, with hydraulic cylinder and hose * **
 Weighs 633 lbs. - 30 HP + and your tractor will need a remote hydraulic valve to operator the sickle cutter bar raise lower functions. You'll need to purchase hydraulic hose end(s) to match the hydra. quick coupler fittings on your tractor. You may be able to use a front end loader valve function to perform the task.

Suggested Retail - \$5,120
Your price: \$3,899.00 plus shipping.
Order Now

Upon request and at no charge, we'll send a PDF file of the instructions as well.
Read carefully: The entire mower will be manually raised and lowered from the operator seat by using the tractor's hydraulic lifting three point hitch. The cutter bar angle is determined by the operator opening/closing of the hydraulic cylinder control valve from the tractor seat. For transport, the operator will raise the cutter bar to 90 degrees vertical, stand on the ground and attach a rigid transport locking rod.
 Good news: This is a great mowing machine, used and appreciated around the world for many many years. Most customers carefully read the step by step instructions, assemble the mower, attach to their tractor and go right to work in the field without any problems and with years of trouble free use.

Pricing Guide: 7.0' with Hydraulic Kit SBM

Retail	\$ 5,120.00 + shipping
eBay	\$ 4,655.00 + shipping
Purchase with any other credit cards	\$ 4,157.00 + shipping
Purchase with Visa or Master Card	\$ 4,035.00 + shipping
Purchase with bank wire transfer	\$ 3,930.00 + shipping
Purchase with check	\$ 3,899.00 + shipping

*** Assembly:** This model is shipped in a plastic covered crate. The assembly process is not easy and will require several hours labor. A helper will always be a great idea. First time tractor owners and folks not accustomed to assembling farm and hay tool implements will be wise to solicit the assistance from someone with experience.
**** Using with sub compact and small compact tractors:** The 7 ft models should not be used with sub compact tractors.

FSBM-9 H, 9.0 foot cut, with hydraulic cylinder and hose * **
 Weight: 711 lbs. - 44 HP + and your tractor will need a remote hydraulic valve to operator the sickle cutter bar raise lower functions. You'll need to purchase hydraulic hose end(s) to match the hydra. quick coupler fittings on your tractor. You may be able to use a front end loader valve function to perform the task.

Suggested Retail - \$5,910
Your price: \$4,499.00 plus shipping.
Order Now

Upon request and at no charge, we'll send a PDF file of the instructions as well.

8. Use **social media** platforms to attract shoppers.

9. **Location Location Location.** Find position within the action.
 Think “location” in every facet of your marketing effort.

Store location, Signs Placements, merchandising inside and outside, Print ads placements, Web page design, where you stand in the room, where you sit at the table.

See and be seen.

When pulling snow sleds, the lead dog has the best view

10. Select the **media, methods to implement and a guerilla Marketing strategy** for each targeted customer group.

A Parable based on a true a true story: Acres of Diamonds. Ref: **Kimberly Diamond**

Fields: Rev. Russell Conwell, Temple University. Earl Nightingale story teaches us:

“Opportunity does not just come along; it is there all the time - we just have to see it.”

What is the major gamble – risk we take when planning marketing strategy?

Allowing important groups of easy to reach and/or ready to buy now customer groups to fall through the crack and be ignored by our marketing strategy / budgets. We build our business with one customer and one sale at a time.

What a difference one more sell a day will make.

“Define and target the “low hanging fruit” customers groups.

1. Searching on the telephone for a certain type of business.
2. Those not using computers or cell phones as shopping tools.
3. New to the community.
4. Ones you can reach quickest, easiest and at the least advertising investment cost.
5. Visitors, vacationers, weekenders.
6. Outside North Carolina.
7. Close by and not searching for a new vendor.

What is your best “The Fresh Bait” for the target group?

The most powerful low-cost tools and methods at your finger tips.

Media:

World Wide Web, Your web site, Business Cell Phone

Print Media

Social Media

Your appointment calendars.

Long term marketing investment to maintain your business' name and brands

Recognition within the community.

Signs: targeted promotional ads

Signs: long term marketing messaging

Signs: directional and targeted positioned for niche customer groups

Signs: Roads, Eateries, recreational, parking stops.

Methods - Strategies (20)

List your profit centers and the most likely customer groups that will buy the product / service.

Creating Raving Fan Customers and including them into your database.

Your (your staff) Introductions, presentations, exposure, community organizations and events

Your website

Written testimonials

Search engine optimization - search words

Continuous potential customer visits / calls visits / planned contacts expressing hunger for the opportunity to serve.

Referrals

Branding – Private Labels

Google locator maps

Affiliate web site relationships Texting to your cell phone,

Public speaking that displays self confidence, product knowledge

Promote web site address and cell phone - texting numbers on all printed materials and within ads.

Certain branded profit centers not requiring maintenance or local service support.

Targeted print trade / organization magazines.

Strategically placed signs-fliers-business cards

Chamber membership and Chamber produced local map ads

Guerilla Marketing Tactics (20)

Top 7

1. **Using many DBAs - Doing Business as Marketing Names.**
2. **Face Book and eBay loaded info date loaded pages / ads.**
3. **Security comfort methods with testimonials, photos, hospitality messaging**

Fliers on mail box flags - door knobs

Placement of business cards

Subtle messaging

Behind the scenes marketing

Create special co op relationships with real estate professionals, contractors

Tract public news postings about new comers, retirements and deaths.

Promote web site address on all printed materials and within ads.

Determine populations or sources providers for each group and develop a straightforward,

Low cost way to put your message in their hand or on their doorstep.

Wavers, flags-banners

Place mats at eateries

Signs on vehicles - public benches- piers- bathrooms.

Brochures placement in key locations, real estate and entertainment publications ads, rental maid services distributions.

Groom and massage the decesion makers, gatekeepers and dept. heads month after month, year after year.

Develop a plan for each customer group.

1. Customers searching on the telephone for a certain type of business. 85 % of all Internet searches.

Media: Cell phone, World Wide Web

Method: Your web site, Affiliate web site relationships, search engine optimization - search words, Branding. Promote web site address and cell phone - texting numbers on all printed materials and within ads.

Guerrilla tactics: Security comfort methods with references, photos, hospitality messaging, Look and Hook ad features, Google city pages. Face Book and EBay info - data loaded pages / ads.

Using many DBAs - Doing Business as Marketing Names.

Multiple web sites to promote different profit centers and DBAs

2. Customers that do not use computers or cell phones as shopping tools.

Media: Signs, Print media

Method: Creating Raving Fan Customers, Branding, Testimonials, Your (your staff)

Introductions, Presentations, Exposure, Community Organizations and Events

Public speaking that displays self confidence, product knowledge

Guerrilla tactics: Placement of business cards, fliers on mail box flags and door knobs, subtle messaging, behind the scenes marketing.

Promote web site address on all printed materials and within ads.

3. Customers new to the community.

Media: World Wide Web, directional and targeted - positioned signage, niche market / customer group ad targeting

Method: Strategically placed signs-fliers-business cards, referrals, city pages, mobile pages, Google locator maps,

Chamber membership and local map ads.

Guerrilla tactics: Create special co op relationships with real estate professionals, contractors.

Tract public news postings about new comers, retirements and deaths.

Promote web site address on all printed materials and within ads.

Using many DBAs - Doing Business as Marketing Names.

Multiple web sites to promote different profit centers and DBAs

4. Customers visiting, vacationers, weekenders on short seasonal visits.

Media: World Wide Web, Road Signs, Food - Recreational - Parking stops.

Method: Mobile web pages, Google locator maps, city web pages.

Guerrilla tactics: flags-banners, place mats, public benches- piers- bathrooms ads, brochures placement in key locations, real estate and entertainment publications ads, rental maid services distributions. Promote web site address on all printed materials and within ads.

Using many DBAs - Doing Business as Marketing Names.

Multiple web sites to promote different profit centers and DBAs

5. Customers outside North Carolina regions using computers and cell phones for shopping searches.

Media: World Wide Web

Method: Your web site, Face Book, EBay, Affiliate web sites, Social Media, Branded profit centers not requiring maintenance or local service support. Targeted print trade / organization magazines.

Guerrilla tactics: Security comfort methods Look and Hook ad features, Google city pages. Face Book and eBay info - data loaded pages / ads. Using many DBAs - Doing Business as Marketing

Names. Multiple web sites to promote different profit centers and DBAs

6. Customers, close by, that not looking for you and happy with the folks they are buying from now.

Media: Your appointment calendar. Long term marketing investment to maintain your business' name recognition within the community.

Method: Continuous potential customer visits / calls visits / planned contacts expressing hunger for the opportunity to serve.

Guerilla tactics: Groom and massage the decision makers and gatekeepers' month after month, year after year.

It's up to you now.



**Help the customers find you and
your bright ideas,
your high spirits and
your burning candle
lighting the way in troubled and the best of times.**

THANK YOU

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