

Dan Kennedy's

# Money-Now Strategies

## Reminder Checklist

Follows, quick reminders of various business-marketing strategies I've taught and shown, so none are new... but hopefully one or more will have slipped your mind and can lead you to some extra money now, when you need it!

### **CASH FLOW SURGE STRATEGIES**

**1: CUSTOMER EVENT.** A reason for all your customers + family 'n friends to come to your business all at the same time. **2: MORTGAGE THE FUTURE** by selling a package of future delivery services for pre-payment now, at substantial discount or incentive/reward. You can carve out only your best customers or, more interesting, your worst customers for such an offer. **3: DEEPLY, DEEPLY, DEEPLY DISCOUNT A POPULAR PRODUCT OR SERVICE IN ORDER TO "BRING 'EM IN THE DOOR" TO BUY OTHER THINGS.** Interesting Example: when I was in the catalog business, once a year we gave inactive customers a chance to buy any one item in the catalog for just \$5.00. Fortunately, 50% also bought a second item at full price, and 20% bought multiple items...so the whole thing averaged out to roughly a 30% discount sale.

### **PULLING MORE MONEY OUT OF PRESENT CUSTOMERS**

**1: CROSS-SELLING.** What of yours hasn't this customer bought? Special sales and promotional offers constructed differently for different customers based on what each hasn't bought. **2: UPSELLS** at point of sale or in immediate follow-up to a purchase...always offer a "deluxe" option of everything. **3: TRADE IN OFFER:** bring in the old, buy the new, get credit/discount for the old. **4: GIFT SALE.** The gifting season is nearly upon us. Figure out a way to package up something you sell as a gift your customers can buy for others (note: they need something cool to wrap and deliver, even if the main gift is just a certificate). **5: BRING IN AN OUTSIDER TO SELL SOMETHING YOU DON'T BUT THAT YOUR CUSTOMERS BUY OR SHOULD BUY & PROFIT FROM YOUR ENDORSEMENT.** This is the time to leverage your best asset: endorsement to your customers. Do this right, and you can also force entre to the other party's customers.

### **SQUEEZE MORE BANG FROM YOUR ADVERTISING/MARKETING BUCK**

**1: DEVISE A HIDDEN, DROP-DOWN OFFER** just for your unconverted leads, at point you give up on selling your regular offers to them. Something is better than nothing. **2: SHARE, SELL OR EXCHANGE** your unconverted leads with another company. **3: CONSIDER SHARED DIRECT-MAIL....** two or three non-competing advertisers sharing list, print, mail costs. Why couldn't a birthday card mailing include 3 coupon-offers instead of 1? Why couldn't YOUR Thanksgiving card to your customers contain your customer appreciation offer plus a special gift from another merchant (who pays for half the mailing)? **4: OFFLINE TO ONLINE:** GKIC and my clients are often using relatively inexpensive postcards to drive people to a web site for a full-blown sales presentation...infinitely cheaper than mailing elaborate sales letters and direct-mail packages. **5: DIAL FOR DOLLARS.** Tele-marketing behind direct-mail is almost always profitable. While you might not ordinarily do it, you may want to do it now.