

Tips for *really* making your business grow

Growing your business may be easier than you think. Just follow our Top 10 Tips and see how much you can achieve.



1. Begin with the end in mind.

You must have a vision of what you want the business to look like in the future. Make this vision a part of everything you do. If what you do does not fit with the vision, don't do it!

2. What you can measure you can manage

How many customers do you have right now? How many customers do you gain/lose every year and what is the lifetime value of a customer? As soon as you start to measure these things, you can look for ways of making improvements.

3. Test everything!

Keep an open mind and test new ideas to see what the effect is.

4. Speak to us

We can help you by carrying out a FREE two hour Business Review. With our skills and experience, we can help you identify opportunities and exploit them to the full.

5. Involve your Team

Involve your Team and ask them for their ideas. They will often have ideas that will astound you!

6. Be content...

Get your people to do things 80% as well as you can. It helps delegation

and gives you more time to do something more important. De-skill complicated tasks where possible

7. If you're a greengrocer, take your customer oranges

A small gift from your business may cost very little and have a profound effect on the customer.

8. Create a package

Bundling products together may provide an attractive option for the customer and increase your sales.

9. Build a system for generating referrals

Turn every one of your customers into a raving fan for your business. Referrals may be your best source of new customers and cost you nothing.

10. Take away the barriers

Ask your customers, "How could we do things better?" You may find that the way you answer the phone or greet people when they come to your business is having a negative effect. There has to be a better way!

11. Take a pencil to it!

What would happen if you increased your prices? Do the calculations and you might be surprised at the result. You may be able to increase your profits and create more time.

Cost effective advertising - Top 6 Tips

There is a fear in advertising based on not knowing the facts. Getting people to change their advertising habits is not easy. You would be surprised just how many companies waste money on advertising that does not work, JUST through habit and a FEAR of losing customers.



Tip 1 Quality Copy

So often a really good product or service has been badly advertised with poor copy. Don't try and be creative or original, it does not sell products or services. Creative adverts only win awards for agencies, not business or orders for products. Emphasis should be on the benefit for the customer - keep the advert focused and avoid corporate naval gazing.

Tip 2 Customer Testimonials

This not only adds credibility but increases customer confidence and sales. Use them, they do work.

Tip 3 Monitor your advertising

Always, always test your advertising. Results are the only important issue here. Do trials by all means but any regular advertising must be accompanied by analysis, otherwise you don't know if you are throwing money down the drain.

Tip 4 It's all in the headline

Make your headline effective. Focus on and stress the benefits. As an average, 5

times more people read the headline compared with the rest of the advert. Your headline sells 90% of your product or service, don't waste it !

Tip 5 The "Existing Customer" Rule

It is a fact that it is 5 times easier to sell something to an existing customer. 70% of your marketing spend and resources should be aimed at existing customers. Do not waste your precious budgets on major marketing for new business, other methods such as networking are much more effective for that purpose.

Tip 6 Use the "Advertorial" method

Get a good copywriter to put together an advertorial (cross between an editorial and an advert). It looks like part of the journal or paper and are much more user friendly to the reader than straight adverts. People don't buy journals, papers and magazines to read adverts, they buy them for stories and information - so give it to them.

Too busy working
in the business
instead of working
on the business ?

How many times have we heard this phrase? But how often do we take a step back to look at what we do?



The answer is nearly always never or once a year. Step back and be critical about what you do in the business. Managing directors, chief executives and business owners need to create a clear picture about what they want the business to achieve and how they intend to do it.

If you were taking a car journey from the UK to one of the Greek Islands, you wouldn't just set off and drive. You would need some basics like maps, ferry timetables and a plan of the route you intend to take. Business is no different. Time spent ON the business will be repaid many times over and it will reduce the hit and miss uncertainties that you may face. Also, it will enable you to plan actively and create a measure for yourself. If you don't know where you are going, how will you know how or if you have got there ?

Yes, when the pressure is on, we all have to roll up our sleeves and get stuck in but if this is happening all the time then questions need to be asked. The what, how and when are crucial in driving the business.

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More useful information, advice and tips coming up next month