



latest word

issue 10

february 2012

It doesn't matter that you're the greatest thing since sliced bread

So you're in business, you work hard, you've a great product or service, you care about your customers and you have a great team. That's great, that's absolutely fabulous, but it doesn't matter that you're the greatest thing since sliced bread if I don't know you exist.

By the way, I'm your potential customer. Hello.

The country is full of good guys and girls, working hard, decent folk (as George W. might say) but with businesses falling way below their potential because not enough people simply know they exist. Maybe they are shy, modest or even scared (and that's ok) but it's not enough to have a great product or service. It's not enough to genuinely care about your customers, it's not enough to work hard. You must abandon your modesty, your fears or whatever it is that is holding you back and stand up for your business, stand up for yourself, stand up for your family (aaahh emotional blackmail) and start shouting as loud as you can so that people can find you, so that people can benefit from your care and attention and so that you can give your business a fighting chance in a turbulent business world.

Would you by any chance know of one or more people in your line of business who, maybe, do half the job that you do, but maybe twice the

business? Do you know more than one, doing more than twice your business?

If you don't make a fuss about yourself, who's going to? And if you don't let your potential customers know you exist and that you're the greatest thing since sliced bread, your leaving them open to your competition. That's not good for them and that's not good for you.

If you're hoping to do a great job for one customer, they will tell another and you do a great job for them and they tell another, well, that works and it's a lovely way to grow your business. For most people, this is too slow and hey guess what, your happy customer is busy and they have all the deadlines and drama that you have in your life and referring people to your business isn't always their top priority. You need to do more.

You've heard of the old road safety slogan 'BE SAFE, BE SEEN', well that applies to your business as well. If you're invisible, then business is going to be a struggle.



So the \$64million question is, what are **you doing** to create visibility for your business? If you don't have enough customers, if you're not getting the enquiries, then it's very likely YOU ARE NOT DOING ENOUGH or if you are doing lots of things, then it's very likely IT IS NOT WORKING WELL ENOUGH. Of course there are other reasons why you don't have enough enquiries or leads but let's eliminate this one.

You need to be doing multiple forms of lead generation, at the same time, and regularly monitoring its performance until you are generating enough leads for your business. Don't get distracted by other stuff that's important but not as crucial. We often focus our attention on what we are comfortable doing but not the thing that needs your attention and will make the most impact. What do they say, work smarter, not necessarily harder.



So in your business;

- ◆ What are you doing to generate visibility (& therefore leads) for your business every month? (please list them)
- ◆ How is your lead generation performing? (what return i.e. number of enquiries, are you getting for your investment of time/ money?)
- ◆ Are you generating enough enquiries?
- ◆ Are you getting your message to the right person i.e. your target client? (getting enquiries from the right people)

Examples of lead generation are; your website, advertising, direct mail, telemarketing, leaflet drops, networking, newsletters, blogs, social media (facebook, twitter etc), seminars,

alliances with other businesses, trade shows etc. Some work better for some businesses than others, hence the need to regularly review performance. Your lead generation is really only limited by your imagination. The principal thing to keep in mind is, 'who is your target market', and to think about how you can become visible to them. For example, I recall an Irish baby store promoting free safety talks to soon-to-be parents at a prenatal class at Holles Street National Maternity Hospital

in Dublin. Where do you think many of those soon-to-be parents bought their prams and baby car seats? This business created excellent visibility with their target market in a cheap, effective and profitable way.

You should also understand that your prospective customer will not see every message you put out there, so it's all about high levels of activity.

The bottom line is that your prospective customers have to know you exist to do business with you, and, the question is, what are you doing, on a consistent basis, to create that visibility?



Last word

Thanks for taking the time to read our "latest word"

Feedback on our newsletters is always welcome and gratefully received. joe@fwf.ie.

Disclaimer: This information has been provided by **framework financial** and by third parties for information purposes only. Whilst every care has been taken to ensure that the content is useful and accurate, **framework financial** and any contributing third party shall have no legal liability or responsibility for the content or the accuracy of the information so provided, or, for any loss or damage caused arising directly or indirectly in connection with reliance on the use of such information.

framework financial:

Unit Ab1, Centrepont House, Rosemount Business Park, Blanchardstown, Dublin 15
Phone: 01 - 8829938 Fax: 01 - 8829772 Email: info@fwf.ie
Joe McGuinness & Company Limited trading as framework financial is regulated by the Central Bank of Ireland

