

HOW TO MAKE YOUR BUSINESS GROW FASTER

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Always give customers encouragement to order early. Potential customers will often intend to buy and then put it aside to send off later. Of course, they forget all about it. If you give the sort of inducement like 'Reply within 10 days and buy for J2 less' or 'Order within 10 days and get an extra report for free', people who like your advert are liable to send off immediately instead of waiting. So you have given a double incentive to buy.

1. They will get it cheaper or get something extra.
2. They won't put off ordering because they don't want to miss out on the extras.

Keep improving your advertisements and brochures even when they are doing well. A slight change, just a few words can mean all the difference of just one extra reply. That extra reply can be the deciding factor between gain and loss.

Always put a sales letter with your brochure, it makes all the difference. I prefer to make it a hand written letter. I find that even a copied hand written letter is read where a typed or printed letter is ignored.

Write and design your own brochures, leaflets and flyers. You won't get such good results if you keep sending out brochures that potential customers have seen a dozen times before. Make your's different so that people get a fresh look at it. Keep re-writing and designing it until it really sells.

Vary the offers in your package to get the right combination and the right amount. Keep records of what you send so that you can find the best combination.

Add a 'leader' to your brochures. A 'leader' is a piece of paper (usually coloured) that is stapled or stuck on the top left hand corner. It makes an attractive comment about the article being sold.

Fill in the order form for the customer. People are basically lazy. Filling the form in will get half the work done for them. Alternatively, design the order form so all they have to do is enter their name and date. An addressed envelope also helps - a pre-paid one even more so, BUT only if the response ratio justifies the cost.

Get other people to advertise for you. Use 50% commission brochures but offer fifty more for every sale.

You can buy postage stamps legally at a discount. Most Stamp Dealers have been checked by the Police recently so any stamps that they may wish to sell are unlikely to be illegal. You can also buy envelopes ready stamped which also saves money on envelopes.

Get commission brochures that are only printed on one side and have your advertisement printed on the back. Saves on the cost of paper.