

# 101 Ways to build your business!

## I. Back to Basics

1. create brand and identity that says what you do
2. create tag line or motto
3. business card that represents your business
4. elevator speech

## II. Referrals

5. past or present co-workers
6. competitors
7. associations
8. your suppliers
9. customers
10. colleagues
11. referral partners
12. testimonials from customers
13. endorsements from industry professionals

## III. Networking

14. Chamber of Commerce
15. trade shows/events
16. neighbors and friends
17. charity events
18. church
19. kids outings
20. social networks
21. join a not-for-profit board
22. take a leadership role in clubs

## IV. Expert status

23. write articles
24. create seminars
25. give presentations
26. become an expert for media quotes
27. write a book
28. teach a course

## V. PR

29. distribute Press releases
30. reprints of stories

## VI. Advertising

31. advertise your awards
32. design for impact by using power words
33. use attention-grabbing headlines
34. place advertorials
35. radio promotions and contests
36. give an award
37. use email to connect with prospects
38. create an event
39. signage for your car
40. vanity plates

## VII. Promotions

41. coupons
42. discounts
43. free samples
44. rewards program
45. follow up on new introductions
45. prospect list – create “A” list
46. pay for leads/appts.
47. create a contest
48. be reachable – keep your cell phone on!
49. telephone calls
50. personal notes
51. voice mail message with promotional pitch
52. signature line on email
53. free demo/consultation/assessment/trial

## VIII. Save Money through Leverage

54. coop advertising
  55. events (with others)
  56. barter for product
  57. barter for service
  58. trade for leads and referrals
  59. use kids as billboards - T-shirts
  60. use kids to distribute door hangers or fliers
- Cheap research and consulting:
61. Internet research
  62. competitive research
  63. market research from your local library
  64. Service Corps Of Retired Executives (SCORE)
  65. find a mentor
  66. create a mastermind team

## IX. Save Money by lowering printing costs

67. desktop publishing cuts costs
68. don't date pieces for maximum usability
69. save on commercial print items by using fewer colors
70. print color copies instead of using a commercial print process
71. keep pieces generic (not event specific)
72. use postcards – affordable
73. develop “shells” from commercial printer
74. use print brokers

## X. Save Money by being more persuasive

75. offer a guarantee
76. include a call to action
77. create a sense of scarcity
78. create social proof to prove popularity
79. be a business prospects like – smile!
80. courteous staff
81. learn names of customers

## XI. Save money selling to existing customers

82. newsletters
83. new product announcements
84. items of interest
85. Holiday cards
86. Thank you notes

## XII. Save Money by adding a sales channel -The Internet

87. spiff up your website
88. newsletters – collect email addresses
89. leverage LinkedIn
90. lost with local directories
91. links from other sites to yours
92. web site optimized
93. start a blog
94. join relevant social networks
95. host a webinar
96. create a Facebook page
97. post articles online

## XIII. Save Money by working smarter

98. give freely to others
99. have a winner attitude
100. pro bono work
101. borrow winning ideas