



Hey, everybody, this is Dr. Len Schwartz with a timely business-building e-book for doctors, professionals and business owners. I will use the term “customers” in this e-book to represent patients, clients and customers – all new business (people).

There are incredible opportunities for new business – now and for the entire year. So if you like the idea of finishing the year amazingly strong and/or starting the new year out with a bang, you are reading the right e-book.

Let's talk about how to tap into your existing database of customers for repeat business, new business/lead generation and referrals.

I want to suggest a handful of ideas and strategies in which you can tap into your database - on a regular basis - to stimulate new business all year long.

Idea #1. How many times per year do you (or can you) announce to your list that you've updated, upgraded and/or improved your products and/or services? I'm going to assume that you would agree that at least two to three times a year is appropriate. You can also include updates when you have acquired new/additional knowledge, education, or training and how that “helps” your client in some way.

First and foremost, you need to understand the VALUE and “power” of connecting with your database on a regular basis. At the very least, you'll maintain top of mind awareness. But, the real value is giving your database an opportunity (a reminder) to reconnect with you (if they haven't connected with you in a while), and/or refer someone to you. You can and should send a combination of text and video emails on a regular basis so that you can stimulate greater interest, referrals, positive word of mouth, etc.

Idea #2: First a question - How many newsletters do you send out every month? Newsletters are NOT dead! You should be sending a newsletter every single month without exception. I am referring to a short 2-3 page newsletter with valuable, benefit-rich information. Give your readers a reason to feel connected to you and appreciative of your information. Give them a compelling reason (like a special offer) to call you to “find out more”, or refer somebody who needs a service or solution you provide.

Idea #3: Ask your customers for feedback. This is a fantastic way to stay “connected”. At least 2-3 times each year, ask them to fill out a short survey

or questionnaire. And, give something away (legally) in exchange for their feedback. You can ask about your hours of operation, interest level in a new service, your customer service, etc. Let's say that one of your customers recently asked you for a new service/solution and you want to know how many other customers would be interested in the same solution...just ask! Wouldn't you be surprised if 50% or more actually returned an answer of "Yes, I'm interested!"? With just a simple e-mail survey campaign, you may have created a new revenue stream. Feedback and surveys are a phenomenal way to connect with your database.

Idea #4: This is what I refer to as a "direct" marketing effort. It would be acceptable to e-mail your database 2-3 times each year with the top 5 – 10 reasons why a client sees you. In other words, you can list in detail the specific services or solutions you provide for your customers. You can also ask question like "Do you have a friend, family member, co-worker or neighbor that has these problems or issues? You'll want to make it easy for your reader to refer, so, continue with, "I'm willing to offer them a free phone consultation (or a free in-office or consultation). Here's a form, please put their name and information in there and I will gladly have my assistant follow up to schedule their free consultation". You can also direct them to call and schedule themselves. The idea is that you make it incredibly obvious why people work with you and the solutions you provide.

And by the way, as an aside, when you offer this "refer a friend" offer online (and on a website or landing page) we call this a "refer a friend form". One of your readers can put their friend's name, phone number and/or email address in the form, and as soon as they hit submit, the information goes to YOU and their friend - so everyone is in the loop. If you can't do that or there are "laws" against that in your profession, you can simply give your viewer/reader an opportunity to connect with you so that they can give you the name and phone number or email address of the person they'd like to refer to you.

Idea #5: Before I share this next idea I want to acknowledge that there may be compliance laws that prevent you from executing this idea without a few tweaks.

Can you find a way to offer some sort of special deal or bonus? I would recommend that you offer your list a unique or special offer 2 – 4 times a year. If you can find a way to send out these offers...they will also stimulate

positive word-of-mouth, reactivations and of course new business.

Sit down with your team and come up with at least 12 monthly initiatives that you can send out to your list all year long.

By the way, if you can come up with more than 12 ideas, don't hesitate to send out an e-mail every-other-week.

Idea #6: The next thing I want to share with you is incredibly simple and strategic, and positions you perfectly, yet 95% of your competitors don't have this on their website. What's the idea? You need to have a welcome video (with you as the presenter) on your landing page – and other pages on your website if it makes sense.

Let's talk about your landing page first. Let's say someone goes to your website... the first thing they should see and hear is a video of you welcoming them to your site. And, your video tells them what they can expect to learn/find on your website. "Assume the sale" in this video and share what they can expect to experience when they become a client. Your video should be 2 – 3 minutes in length.

The incredible thing about video is that it gives you a chance to establish a rapport with your viewer. You get to endear yourself. You get to connect with that viewer before they even step foot into your business/practice. The viewer feels like they get to know, like and/or trust you before they actually meet you. You provide yourself with a unique competitive advantage over any of your competitors because they don't have this "Welcome video" on their website.

And, here's part two - I recommend that you have at least five to ten additional pages with videos on your website where each page represents a specific service that you provide.

You'll enjoy unprecedented search engine optimization and high rankings as a result of these videos and targeted keywords as long as you "work" these pages and these links properly. (For more info on automating your social networking efforts, go to www.AutomatedSocialNetworking.com) □

Idea #7: Let's talk about press and publicity. Many of you shy away from this. But, you must understand that getting on a local television show or having a local reporter do a story about you in a local newspaper or magazine can generate thousands of qualified leads per year. □ Let's talk

about how to pitch a TV segment. I'm going to give you my very best idea of how to get on television. Before we get to the pitch, the first thing you need to do when you call the television station is ask for a segment producer.

When you get the segment producer on the phone, you'll want to present your idea in 2 – 3 minutes or less. The pitch is a before and after results story where you bring a patient, client or customer on the show so that they can share what their life was like before using you. You'll (obviously) have to make sure that your patient/client/customer is willing to come on TV with you. Example: Let's just say you're a financial advisor, and you want to share "The top 10 Ways To Outlive Your Money In Retirement". Let's assume for the purposes of this e-book that you are legally (compliant) able to do so. You would bring a client on the air with you and simply talk about their life before hiring you to help them. As an Advisor, you already know what you can and can't say...and at the end of the segment, you can offer the people in your city, an evaluation, consultation, free book, etc., and you'll want to direct them to your website for more information.

WARNING – You may not get a call back (or an invitation to be on the show) from the producer for several months. **DO NOT STOP CALLING AND PITCHING IDEAS.** In fact, you can pitch something every month. You can tie your pitch into the time of year. If you can offer something of value to your viewing audience in October – pitch them a Halloween related story. If Thanksgiving or the end of the year makes sense for you – tie it in to your pitch. You can use specific holidays or months or seasons or times of the year. It's a phenomenal way to give your local television station(s) valuable information that they can bring to their viewers while providing you with unprecedented exposure, credibility and lead generation.

Oh, and by the way, if you give a great interview, they'll have you back over and over again, because you will become their go-to expert in the field that you're in. (It might be worth it to get "media trained".)

Idea #8: Let's talk about LinkedIn. So many of you are on LinkedIn – and if you're not, you should be. Once you log into your account, go to the "advanced search" in the upper right corner and type in "small business" in your city, or "journalist" in your city. And watch how many reporters, editors, freelancers, bloggers, come up. In fact, I'm willing to bet that if you're in a mid to large-size city, you'll probably have dozens of names come up. That's great news for you, because they're all local. You want to

connect with those people so they can start to spread the word about you.

Now, let me give you a warning. Do not just start asking them to do a story on you. That is not the way to get them to reach out to you. But instead, you should start to “eavesdrop” on conversations that they’re a part of on LinkedIn. You can start by contributing thoughts or opinions to the conversation (the group). You want to get them to know, like, and trust you so that you can eventually reach out/connect with them to do a story on you.

And instead of pitching them in a traditional sense, you can reach out to them (initially) to let them know that you are in the same group, and that if they ever need advice on “_____,” they can certainly feel free to give you a call. Your “blank” is under the umbrella of your expertise. It could be the top five ways to get _____, or the top ten ways to prevent _____.

These are compelling titles that you know a journalist will probably be very interested in and because the majority of their readers or viewers would also be interested in that particular topic – they will likely connect with you about it. This is called a reverse pitch.

This is just one of a few “power tools” on LinkedIn. You can pinpoint your ideal client or journalist - even if you aren’t connected to them - and that provides you with unprecedented opportunities to generate targeted interest, traffic, press, publicity, leads, referrals, and/or new customers on a regular basis. This should be part of what you do on a regular basis with LinkedIn.

Idea #9:

I want to talk about something that is of great interest to all of you: How to guide expectations, build or establish rapport, generate referrals and lifetime customers.

Let me also preface this particular section by saying that I know some of these ideas will sound incredibly obvious, but having a “welcome video” on your website is obvious, and 95% of you do not have one!

When you have a new or prospective customer come in to your business, you’ll want to avoid trying to talk them into becoming a lifetime customer on their very first visit. I have talked to more professionals than I can remember who try to do this... and it is so counter-productive. Give them time to know, like and trust you and they will willingly stay, pay and refer

for life.

And, don't forget, you want to talk about their goals, not yours. Again, I've talked to thousands of doctors and professionals over the last 13 years, and what's unbelievable to me is how many of you have your own agenda. The problem is – IT'S NOT ABOUT YOU! You need to listen to what they're looking to accomplish, what their goals are, etc. - it has to be about them, not you. When you are a good listener - someone they know they can talk to – your relationship will be valued and cherished. Plus, they will willingly refer people and tell them that you “really care” because you listen to them.

So what's next...:Future pacing – Once they become a patient/client/customer, you'll always want to make sure that you talk about “what's next”. Maybe it's what they need to do next...or what you need to for them...or what happens next, etc. This is an important part of the “engagement-loyalty-endearing” process...and that is part of your VALUE!

Another idea - Create an online membership program for your new, existing or prospective customers. 99% of your colleagues don't have anything like this. And it's a forum where all of your new, existing and/or prospective customers can interact with you (privately or publicly). You can ask the group questions, provide regular updates, news, research and information, invitations to seminars, etc. All of this is valuable, benefit-rich information delivered in a very strategic way. You can really create your own community of customers.

And this is one way that you can stimulate incredibly positive word-of-mouth, long-term relationships, referrals, leads, etc. Simply ask your webmaster or your IT person how to get this done for you.

Do you have a series of auto-responders that go out to all of your customers once they become a customer? Once you get someone's email address, why not send them regular emails (at least once a week) with news and information they can use? Again, this is information of value. These e-mails don't have to be more than 1-2 paragraphs long...just make sure that the information can benefit them in some way. This will help you maintain top-of-mind-awareness, stimulate referrals, (you may go viral!), generate more interest and web traffic, raise you to “expert” status, and more. You want to be the person that they turn to (or refer to) when they have a specific question or problem that is under the umbrella of services you provide.

Like Maya Angelou said, “At the end of the day people won’t remember what you said or did, they will remember how you made them feel.” And that’s what this is all about. People will stay, pay and refer because of you make them feel. You will have the best possible sales force you could never hire.

Endearing yourself at this high level to all of your customers, or your entire database of customers, will get them to talk about you in such an incredibly positive way to their friends, family members, co-workers and neighbors. It’s a fantastic way to build and stimulate positive word of mouth.

Finally, I want to talk about social media. Social media will overtake traditional media as a PR tool within one to two years, according to a recent survey by Stevens Gould Pincus. “If this trend persists,” said managing partner Art Stevens, “within the next two years, social media will replace traditional media as PR/PA’s primary tool for reaching client audiences with news and information. So when you consider that traditional media had been the bedrock of professional PR/PA practices for more than 100 years, the implications are profound.”

As you may know, I am co-owner of a company called Automated Social Networking. We are the most comprehensive, turnkey, done for you social networking and marketing service in the world (literally). If you don’t have 25 – 40 hours per week to work on your social media and you like the idea of getting to the top of the first page of Google and/or you like the idea of increasing the number of leads and referrals you generate from the web by 40-60%, I’ve got good news for you. You can have an entire team of computer geeks do it all for you so you can start to increase your numbers, referrals, leads, traffic and new business from the web. You can check us out at <http://www.AutomatedSocialNetworking.com>

You will find free stuff, advice, videos and reputation reports there. You will also learn about our 30-day money back guarantee as well as our 5 other guarantees.

We’ll even do the keyword research for you to ensure that the largest segment of the population (in your area) that is looking for whatever it is that you do – finds you!

I love hearing your success stories...so keep those emails and phone calls coming!

To Your Automated Growth and Success,

All the best,

Dr. Len

www.facebook.com/Dr.Len (Dr. Len fan page)

www.facebook.com/Pro2ProNetwork (Pro 2 Pro fan page)

<http://www.linkedin.com/in/drlenschwartz> (LinkedIn)

www.Twitter.com/DrLenSchwartz (follow me on Twitter)

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