



THE BUZZ NEWSLETTER

April 2009 - In This Issue

[Message from the Partners](#)

[Feature Article](#)

[Hot Off the Press](#)

[Case Study](#)

[Special Promotion](#)

[Follow Us...](#)

[What's New on the Buzz Blog?](#)

Message from the Partners...

Welcome to spring! We've already been out in the garden, raking up all the evidence of the long winter. The neighbour's snow drops are out, a carpet of green and white, and outside the office window we can see about an inch of tulips and daffodils in a sunny patch. The robins and cardinals are back.

We are seeing signs of blooming elsewhere: a client who writes that he has two new projects signed; a note from another saying how excited they are about starting their new campaign; and a wonderful new opportunity working more closely with two of our strategic partners. As we write this, the stock market is looking healthier, too.

While we are always aware there's a chance of a last frost this early in spring, we also know that warm weather is not far away.

This month, our warming thought is what we owe our customers, and how we can create an environment for both of us to blossom in.

Wishing you good business,

What Our Clients Say...

"All I have to say is "wow." The staff today told me they felt 'inspired' again. What more could we ask for? Thank you."

Fiona Friesen
President, Glue Solutions

"It is always inspiring when you come. With all the doom and gloom out there an inspiring vision and upbeat happening is nice to have on our side."

Tom Hanmer,
Owner, Kitchen Classics

"(You) make me think logically and critically. Most of all, you force me to focus. When we need a set of fresh eyes looking in from the outside, you're there."

John D'Amico,
Manager Marketing, Network &
Computer Services, Plexis Inc.



The Marketing Masters

Making every connection count: How your Ideal Customers can help you generate a ton of new business without spending a cent!

There is no bigger source of future revenue and profit than the Ideal Clients you have now – at least the ones you really like to do business with, who don't beat you up on pricing and who pay on time.

We want you to write a personal note to every person you deal with at every one of your Ideal Customers, thanking them for their business and asking for a personal meeting. At that meeting, present a customized overview of how you are going to focus on the one thing that's most important to them. You should offer very specific new ways you are going to do this.

At the same meetings, launch your **Referral Program**.

Say, "We ask ourselves every day, what can we do today to get XYZ Company (the one you are meeting with) to recommend us? Would the improvements we have presented to you today convince you to recommend us to other companies who need this approach?"

When they say "Yes!" (they will), say "In that case, we are delighted to offer a Referral Price to you: at the end of our fiscal year, we will rebate 2% of the value of all revenue directly attributable to your referrals and introductions." If you have a better idea, go ahead, offer it.

Here's the real secret to a powerful Referral Program.

Your Referral sources will feel reluctant to actively recommend you, even though they like the work you do and they've promised to help. Why? Because who wants to risk making a recommend that may turn out to be a disaster! And furthermore, who can remember to look for opportunities to recommend you.

Most of us ask for a recommendation and then wonder, usually about six months later, "Whatever happened to that recommendation so-and-so was going to give us?"

This Referral plan will not run itself. You will need to tell your referral sources exactly what will happen when you contact one of their recommended colleagues or friends, so they trust you with that precious information.

Assign someone to getting case studies and written recommendations from your referral sources, following up every month to remind people about the program (a combination of phone calls, e-newsletter, and personal meetings).

Ask for introductions to colleagues at trade events or fund-raisers. Ask to be invited to club meetings. Ask to be invited to join organizations you need to be sponsored for. If you get a referral, make sure you let your referral source know you contacted the referral and what happened.

This looks like work, and it is. But it's also about 75% less work, and a lot less

"In the first four hours, I learned more about marketing than I had over the entire previous year of scouring the internet, reading books, and through trial and error. Before I met her I had a bag full of tactics, now I have a system."

Andrew Wittchell
ProServe IT

You are receiving this ezine because you signed up at www.MarketingMasters.ca. To change your subscription see the link at the end of this e-mail.

[Refer a Friend](#)

money, than cold calling, or selling to prospects without a recommendation. And it works.

Our favourite referral event for a home improvement company is the open house the homeowners host to show friends and neighbours their new space.

Another is a technology consulting firm which assigned an account executive to manage their partnerships with big software vendors like Microsoft, and tripled their leads.

Put a Referral Program to work for you starting today.

Hot Off The Press

- We are featured bloggers at [AMEX Forum](#) and the [BIG blog](#) for Palo Alto software.
- We deliver "The Secret to Growing your Small Business in Times like These" for The City of Quinte West in collaboration with Loyalist College April 8th.
- Liz leads senior marketing professionals seminar in Negotiating Skills April 18th, part of the Masters Certificate in Marketing Communications Leadership at York University; then goes to Ottawa to lead two days with Bell Canada.

Case Study

[Kitchen Classics](#) is one of our favourite a small business clients in our hometown of Cobourg Ontario. Tom Hamner and his team have a terrific reputation in Northumberland County for excellent workmanship, great design and honest dealings.

"Working with Ken and Liz has helped our whole team to look at what we do in a new light. With all the doom and gloom out there, an inspiring vision and upbeat happening are nice to have on our side," says Tom.

Tom wanted to do more with the business after 15 years, so he asked us initially for some coaching. Working together, we were able to focus efforts on their Ideal Clients, and create a marketing kit to give out to prospects, streamlining how he deals with prospects. Now Tom and his team can identify hot prospects from those who are "just looking" with no intention to buy, which was a huge drain on time and resources.

Lately, we've created a web site and customer newsletter, redesigned Kitchen Classics ads, beefed up his profile in local media and set up a monthly advertising calendar. We even helped him manage his receivables better. This process allows Tom to manage his monthly spending and get out of "the idea of the week" which was costing him a lot more than he knew. He also has more time to deal with customers now the burden of advertising planning is off his plate.

Special Promotion

**A Simple, 30-Second Change
You Can Make to Any Sales Letter,
Web Site, E-mail, or Brochure That
Will Instantly and Dramatically
Increase Response**

Think about the last marketing campaign that drained your wallet... did it have a headline that promised a benefit and aroused the reader's curiosity, or was it your company name, address and a list of your products and services?

For the month of April, we are offering a **FREE** ad makeover, the same service other clients have paid \$thousands for. We'll show you how to turbo-charge your ads, letters, web sites and brochures so they actually work.

Here's the catch – you must allow us to feature your "before and after" in our

weekly column in [Northumberland Today](#), as part of our upcoming "Makeover" series.

To sign up for this **FREE MAKEOVER** worth up to \$2500, click [HERE](#) to let Ken know how to get in touch.

Follow Us...

Follow us on [Twitter](#)

Sign up for our [Blog](#)

What's New on the Buzz Blog?

[Connect the dots – Use Your Web Site to Make Your Ads Work Harder.](#)

[Don't be like Starbucks and lose sight of customers' brand ideals.](#)

[To unsubscribe, please click here.](#)