LET'S TALK ABOUT BUSINESS

FIRST EDITION



YANNICK THEODORE

Table Of Contents

5 Tips That Will Help Increase Your Referrals	05
3 Tips That Will Make Your Ads Successful	09
3 Foolproof Ways To Soar Through A Recession	11
3 Powerful Tactics That Motivate Customers To Buy	13
3 Reasons Why The Sales Pitch You Hate Will Bring You The Profits You Love	16
4 Rules For New Entrepreneurs - Practical Tips For Starting Right	19
5 Easy Steps That Help Accomplish Any Goal	21
5 Emotions That Could Be Hindering You From Achieving Your Dreams	22
5 Inspiring Action Verbs That Can Change Your Life	24
5 Key Tips That Help Overcome Failure	26
5 Reasons Why You Need A Work-At-Home Schedule	28
5 Things to Consider Before You Hire a Virtual Assistant	30

GET THE ENTIRE "COLLECTION" FOUR EDITIONS

LET'S TALK ABOUT BUSINESS

5 Easy Steps That Help Separate Your Personal Life from Your Business	33
Take 60 Minutes To Set Clear Goals	35
7 Key Tactics For The Small Business Owner	37
7 Simple Steps That Will Help You Get More Out of Your Day	40
7 Steps To Effective Goal Setting	41
8 BIG Mistakes Small Businesses Make	44
8 Great Interview Questions That Will Help You Find the Right Candidate	48
8 Steps That Will Help You Become The Leader That You Need To Be In Order To Succeed	49
9 Tips That Help Build A Relationship With Your Newsletter List	52
10 Tips for a Successful Entrepreneurial Pitch	54
11 Questions To Ask Yourself That Will Help Kickstart Your Dream	56
A Testimonial Can Grow Your Business	61
Are You a Small Business Lone Ranger? Take My 10-Question Quiz To Find Out!	63

GET THE ENTIRE "COLLECTION" FOUR EDITIONS

LET'S TALK ABOUT BUSINESS

Introduction

If you're looking to learn how to successfully start a business, make money online, set effective goals, become a leader, and motivate customers to buy, while consistently working towards constantly growing your business, well this is the book for you.

This book is all about starting your own business, increasing sales, marketing, becoming a leader, goal setting, entrepreneurship and advertising. This is the first step in the journey, to starting your own business and achieving success and wealth. This book will teach you exactly what you need to do in order to achieve your goal. Learn all the fundamentals of starting your own business, making money, effective marketing, proven business tactics, how to overcome failure and more! This book will give you a step by step guide on how to motivate your customers to buy and avoid some of the biggest mistakes small business owners make. This can include bad spending habits, bad marketing practices, not knowing when to get help, and bad time management practices, just to name a few.

Ultimately, there is no other guide out there that will teach you all the fundamentals about business. Allowing you to learn step by step everything you need to know about running a business and more.

Starting a business comprises of many complicated steps that this book will teach you. Learn all the tips and tricks that all the other business gurus know. This is your ultimate guide to effective business management. Learn all the trade secrets, that will help you grow your business and succeed!.

In this book I'll teach you everything you need to know about testimonials, 8 steps that will help you become a leader, key business tactics that every small business owner must know, steps to effective goal setting, the rules for every new entrepreneur, tips to help overcome failure, and how to write a successful sales pitch. Let us begin!!



5 Tips That Will Help Increase Your Referrals

It is no secret that "Word of Mouth", or *referral business*, is one of the most effective ways of attracting new customers while simultaneously strengthening relationships with your existing customers. But, although it is extremely powerful and virtually free (or at most costs very little), very few business owners or coaches use it anywhere near it's potential!

Consider this: if you got just one referral from each of your customers, over the next 60 days you'd double your customer base! What would that do to your potential income and how many more people would you be selling to after the 60 day period?

So, how do you maximize word of mouth referrals in your business? Here are 5 Steps that you can start to use right now...

1. Really Appreciate Your Customers And Let Them Know Consistently That You Appreciate Them

This is the most important step, yet an often overlooked, element of creating endless referrals. Many businesses focus more on profits than on people. Focusing on profits alone can be detrimental to your businesses success not to mention your own success. Besides, 'Word of Mouth' success comes from looking beyond just profit, and trying to figure out how can you enrich your customer's lives? How can you make a difference? How can you get them to refer your business instead of someone else's?

Action: At least once a month, take some time to communicate with your customers and show them that you appreciate them, you are thankful for their business, you are grateful that they chose your business and not someone else's. Whether it's via email or in person, send them something of value, something unexpected, a special discount perhaps, or a special gift, just to show your gratitude. Make it relevant to them and do it regularly. Customers love that.



2. Create An Unforgettable Experience For Your Customer Each And Every Time An Interaction Occurs

If you can make doing business with you an unforgettable experience, your clients will definitely want to tell a lot of people. People want unforgettable, amazing, spectacular experiences!

Here is an example: There is a Life Coach who has a special relationship with a city coffee shop. Once every 8 weeks he invites his in-person customers to a 'brain trust' meeting and the coffee and cake is on the house. Every customer that attends gets a card and a voucher from the coffee shop owner to say 'Thank you for joining us today, we would love to see you again soon'. The voucher is a 'buy one get one free' coffee voucher. So they are encouraged to come back again. And because the coffee shop owner is exposing his business to potential new customers the life coach pays just the cost price of the coffee and cake that the customers eat. Normally around 8 customers attend and the cost is around $30. Just a little extra incentive can make dealing with your business an even more unforgettable experience.

Action: What can you do to your business to help create an unforgettable experience for your customers? Perhaps you can use the above example or a similar example, and start to think of how you can network with other professionals while simultaneously providing an amazing, valuable experience for your customers. Remember, it is very important that you start creating unforgettable experiences today.

3. Reward Your Customers For Referring Your Business

If you're being passive about referrals then you're sitting on a gold-mine. Come up with ways of rewarding your customers for referring your business to others. They could receive free gifts, such as a 90 minute coaching session with you, a certificate for a massage, or a nice dinner for two, or even a financial reward (i.e. $100 amazon gift card) is fine. It doesn't matter what reward you choose, the key is making sure that whatever you choose is appealing to your customers. Something that will make them want to refer your business to others.

GET THE ENTIRE "COLLECTION" FOUR EDITIONS
LET'S TALK ABOUT BUSINESS

Action: Reward your clients for referring people to you. Come up with rewards that will be beneficial to your customers. If you work with customers who routinely use alot of equipment in their job or enjoy shopping, an Amazon gift card might be a very motivating reward for them! And if you are stumped on a gift idea, just remember that money is always a great motivator as well!

4. Make It Easy For Customers To Refer Your Business

If you want to get lots of referrals, you must make it incredibly easy for your customers to tell their friends. Don't expect them to go way out of the way to help you grow your business. Make it as simple as possible.

Action: Create a 'referral package' for your customers. Ask your customers to be an ambassador for your business. This is a great way of getting customers to refer your business. The package would include a professionally designed document explaining why referrals are important to you, and a series of referral cards/ invites/ links that your client can easily share with others and post to their social media accounts. Always make sure to present everything very professionally in order to increase your chances of being referred, and to ensure that you make a good first impression with your new potential customers.

5. Ask At The Right Time!

When is the best time to ask for referrals? Any time! If you have followed the steps listed above...you've let your customers know they are appreciated, you have constantly given them an unforgettable experience, you have provided them with an enticing reward in order to motivate them to share your business with friends, and you have made it incredibly easy for them to do so. At this point, you should not only be able to ask your customers for referrals, but you should also receive very positive feedback from them as well!



Action: The key is to do something now. Draft up an email today and just send it off to your customers letting them know how much you value them, how much you have enjoyed working with them in the past, and include something that is going to be helpful/ provide some value to their lives. Then over the next 4 to 6 weeks develop your 'referral package' and start to use it.

Take yourself out of your comfort zone and take action.... Your business and new referral customers will definitely thank you for it!



GET THE ENTIRE "COLLECTION"
FOUR EDITIONS
LET'S TALK ABOUT BUSINESS

3 Tips That Will Make Your Ads Successful

When was the last time you bought a car? Did you really need a car? I mean really need a car? Chances are the one you were driving was still working before you bought the new one. It's a known fact that people rarely buy the things that they need... they buy because a persuasive advertisement encouraged them to. Advertisements/ads are an important aspect of business. Basically ads are tools used by various business owners to promote their products, entice customers to purchase their products, and also encourage persons to perform particular tasks. An effective advertisement can help you convert more, ultimately increasing annual returns. Not only that, effective advertisements can literally make some leave their house just to go pick up a new product. But how to write effective ads? Here are a few tips that will help you write some effective ads.

1. State The Benefits Of Your Product or Service

Capitalize on the ways a customer will improve his/her lifestyle by making the purchase. Will he/she increase his/her own business profits by 50 percent? Make sure to state the benefit of purchasing your product/service in the opening statement of your ad campaign, or at the top of your Web page.

Don't obsess with the features of the product itself or your credibility. Frankly, customers could care less. Let's face it... they're a bit selfish when it comes to dishing out their hard earned money. All they want to know is what's in it for them? How will they benefit?

2. Paint A Perfect Picture That Will Entice Your Customers

Imagine "Wake up tomorrow, with no boss! You can spend the day with your family or on the golf course... there's nobody to tell you what to do."

A Multi Level Marketer who's trying to sell a start your own business e-book or online course may want his customers to imagine what it feels like having no one to answer to if they started their own business and became rich and successful at it. He'll dramatize that desire, and try his utmost to inspire and entice his customers until they are ready to purchase and get started.



3. Inspire Immediate Action

The longer a customer wastes time, the greater the chances are that they'll never make a purchase. Don't let that happen. Be persistent. Don't let them off the hook that easily! Ensure that they make a purchase.

Set a deadline. Apply pressure. Entice them to buy now, or miss out on the deal. Chances are the procrastinator will buckle and sign up or make a purchase, just to save a few bucks and get you off their back.

What about your sales materials? Have you taken a good look at the things you are advertising? Make sure you are focused on the benefits the consumer will receive from the purchase, and not on the features of the product or service. Remember, customers only want to know; "What's in it for them? How will they benefit from this purchase?"







GET THE ENTIRE "COLLECTION"
FOUR EDITIONS
LET'S TALK ABOUT BUSINESS