



## How To Gain 1000's of New Paying Customers

Are there more ways of reaching your target prospective customers than you are currently employing? Are there over-looked methods available to you right now that reach out into larger, or considerably larger, pools of customers that wish to buy the type of product or service you sell?

Almost certainly. Here's one that has helped dozens of private client companies tap into what would be considered a no-brainer. Best of all, it present almost zero risk to you and your cash resources.

Here it is.

Business owners always ask: "I want to increase sales but I can't afford to incur a financial risk. We are ready, and need, to grow but if I commit to larger advertising spaces, or a color brochure, or another sales person, or a more significant, larger web site I am worried that the additional investment it will take might fail and weaken or even threaten my business. How do I achieve the more rapid growth I am hungry for without risking the farm?"

Let's say you are currently running small display ads in two newspapers, and they are producing a good, profitable-enough stream of new customers and sales each week. Your two ads are making money. *The key is to do **more** of what you're already doing and what has proven to work for you.*

In this case you place a third ad - the same advert - in a different newspaper in the next village, town or county. When the third advert proves itself to be profitable, add a fourth advert in a fourth publication, then a fifth, and so on.

Don't assume that because other publications in your locality do not have as high a circulation, they are not worth advertising in. Lower circulation doesn't matter. The only two things that matter are:

One, does your advertising reach your targeted audience?

Two, is it profitable?

If a targeted ad that costs you \$1,000 and makes \$3,000 in new profit, is running in a smaller circulation publication, that costs \$500, and makes only \$1,500 in new profits instead of the \$3,000, still worth running? Of course!

It makes 200% on your investment! ( $\$1,500 \text{ minus } \$500 = \$1,000 = 200\%$ ). It achieves that growth in a few weeks. It doesn't matter that you normally make \$2,000 profit on the same ad in a larger circulation paper. One thousand dollars profit is valuable additional profit and even more valuable are the new customers gained.

### **Double Your Sales In Just a Few Weeks**

Follow this advice - always carefully testing each newly placed advert to make sure the new publication is generating profitable response - and you will discover that you can quite easily add 20 - 200 percent to your sales performance all within a few short weeks or months.

A newly written full page advertisement was being tested for the first time in two national papers, one quality daily and one quality Saturday. It already produced more than a 40 percent increase in response (and that is in the middle of the worst January this industry has experienced in a few years). That's not a bad start. Additional testing will be done with different ads until at least a 400 percent increase is seen. It won't take long, it's just a matter of trying different headline appeals and offers to capture the greatest numbers of customers who are buying this type of product (it's tens of thousands in this case).

**Here Are Six Ways To Rapidly Increase Your Sales With Hardly Any Financial Risk To Your Business At All:**

One, place your tested advert in **more publications** that are bought and read by your target prospective customers.

Two, increase the **size** of your adverts. Step-by-step increase the size of your space ads until you're placing full pages each week, or month. The key is this: the more you tell, the more you sell.

Three, in the same way as you do for advertising, multiply your mailings.

Four, multiply your field sales calls. Hire an additional sales person and demand he or she quickly generate profitable sales (if a sales person is red hot they will very quickly bring in new revenues and profits within your typical lead time between inquiry and sale).

Five, multiply your telemarketing calls. Hire additional telemarketing people if necessary and demand rapid profitable performance from each one.

Six, employ the wonderful resources of the web. Create and make available more landing pages offering specific niches of your product or service range. Transform your web site into a glorious information resource for your marketplace. Never again be content to have a pure sales site loaded with your products or services. I guarantee you will only receive the minimum of customers and sales in that way. Instead, become the main resource site for your market - and watch what quickly happens to your bank balance as hundreds or thousands of new customers flock to the resource you've created to glean information and advice, then start buying from you!

The lesson? Always be on the lookout for additional ways to get your profitable marketing messages out to a wider targeted audience. Know what resources are available to you and tap them vigorously each day and week. Test, test, test and keep testing. Become a great copywriter and communicator. Realize that the single most effective method with which to attract great numbers of prospective customers or clients to your enterprise is to inform, educate and advise them right from the get-go. Don't advertise a product or service; advertise useful or critical information and advice. *Then* make available whatever it is you are selling.

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