

# 12 Strategies for Service Businesses

## Your Ideas

1. Write a brief article that informs/educates your audience about an area of expertise that can give them an advantage on one or more of the human hot button areas: make money, save money, get love, be more beautiful/thinner, live longer.
2. Turn the article into one of a series and hand it out at networking group meetings (it helps sell your personality, knowledge and value without you having to “sell”).
3. Create an information-packed website that gives your knowledge and ideas away; some people will take action on their own (and rave about you to others) and some people will call you because they feel good about you from what they’ve read.
4. Maintain a blog (solicit input from guest bloggers to help with upkeep), on topic(s) related to your services and focused on your targets’ needs and interests. Consider switching to a blog-based site and “wrapping” the business/brochure elements around it – it can be more engaging if it fits your service and target audience.
5. Identify ancillary products and/or services you can sell online or by mail. Then get help with whatever areas of that process you aren’t good at yourself (e.g., design, media buying, programming, etc.)
6. Start a casual social club based on who you are or what you’re interested in. During meetings, share insights that relate to your area of expertise. Don’t try to talk about your business *per se* unless asked. Make sure you aren’t being self-serving; ask about others’ work or other topics.
7. Advertising can work, but it takes repetition. Be clear and simple. Depending on your business and target audience, a well-written and designed advertorial can sometimes be more effective – rather like expanding the audience for your short articles.

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8. Create a brochure. It does not have to be long or fancy, but people tend to find a business that has both a website and a brochure more credible than one with only one. Choose the right format to appeal to your target and showcase your services.
9. If you have a good voice and a good message, consider an audio file on your website or CD. This gives prospects/customers a chance to connect with you and get to know you, and they will attend to a longer item if they're listening than reading.
10. Make sure that prospects or customers always know what action you want them to take. Sometimes this will be an action that benefits both of you of course, but to help reinforce that you care about them regardless of the value to you, sometimes make it an action that will benefit only them.
11. Use the mail (or [www.surveymonkey.com](http://www.surveymonkey.com) if you're e-mail based) to ask customers for feedback, testimonials and referrals. Ask how much they like different aspects of your product, service and overall experience with your company; how have they benefited; can you use their statement in marketing, can you list their name?
12. Partnering is a great way to build business without directly drumming up business. Create bundled messages and offer packages that give prospects and customers even more value, helping marketing dollars go further and remaining in customers' minds (or stuck on their refrigerators) longer.
  - Think about the timeline for before, during and after someone uses your service:
    - Moving companies might partner with real estate agents, lawyers, mortgage brokers and architects, interior designers, landscapers, painters, etc.
    - Massage therapists' clients may also enjoy relaxing music, candles, cosmetics, martial arts, sports clubs, vacations, spas, coffee houses, gyms, personal training, beauty treatments, hair salons, etc.