

HAVE YOU BEST
YEAR EVER!

More

Money

It's What Local Businesses Need

And That's What They'll Have If They Follow These

6 rules from local
BUSINESS GURU

Seri **The Tech Granny**

6 Rarely Practiced Rules that Wildly Successful Businesses Live By.

The Tech Granny
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Question?

Why are so many local businesses having their best year ever, enjoying record sales, growth, and expansion, each month they become more relevant, competitive & wealthy, while others struggle month after month to keep their doors open?

Because the Successful Ones Have Learned "The Rules."

If you don't know the Rules and your competition does, that may be why you're still struggling to take your business to the next level. Implementing the Rules will better enable you to compete in an ever-changing technological and automated business climate; finally allowing you to build something of real value that someone will buy or that will enable you to eventually create your dream business and retire comfortably.

You're about to discover six rules that are responsible for creating wildly successful, local businesses.

Savvy business owners disciplined enough to follow these proven rules experience breakthroughs that catapult them from just getting by, to experiencing more growth and profits in 1 year than they likely would have had in the past five years.

If you are serious about finding and exploiting your untapped potential, then continue reading to discover

**6 Rarely Practiced Rules that
Wildly Successful Local Businesses Live By.**

Savvy local business owners don't cherry pick from the list. They understand that all six rules are critical components for a wildly successful business.

This is a defining moment in your life and business!

Here Are: The Rules.

Rule Number One

Know Your Who - Who is Your Ideal Customer?

You'll begin to prosper when you focus on serving those who are willing to pay more to hire the best — the economically advantaged consumers willing and able to pay premium pricing for white glove service, an exceptional product, great customer service, and convenience.

Rule Number Two

Become the Exception and Rule

Associate a human face with your brand when marketing your business to your ideal prospects, establish yourself as the local expert, become that girl or that guy people love to hire again and refer their family and friends too.

Focus on creating positive and engaging customer experiences for every person who does business with you. In this super competitive environment, it takes more than just taking orders and providing your service to patrons, performing your regular service is nothing special—they paid you for that. Over deliver and give those you serve a reason to tell others about you. This goes a long way in today's world where people who buy from us feel unappreciated as if they are an unwelcome inconvenience.

Handle complaints and concerns swiftly. Say thank you, send gifts and stay in touch. Don't just reach out when it's time to sell them something—love-on the people you serve. If you don't, someone else will. Local owners who embrace delivering world-class products and service see remarkable results.

To meet their needs and expectations, you may have to spiff up your office or showroom, initiate training to elevate your staff from employees to team champions and improve your product and your businesses level of service.

Often your employees are the only interaction a prospect or customer has with your business. Each of these interactions are defining moments that determine; whether or not the prospect will make a purchase, purchase again and also spread the word about your business to his or her neighbors, co-workers, friends, church members, and family members.

Improve your current level of service by offering a more personalized boutique experience. Figure out who your ideal customer or patient is, then offer them what they want in addition to a compelling reason why they should choose you when they are ready to buy. Stand behind what you sell with a bold, risk-free guarantee.

Reposition Your Business to Attract Higher Paying Clients: You pick your customers, and since you get to choose them, stop spending money marketing to people who are not your ideal prospect, patient or customer — for example, those who either have no interest in or cannot afford to buy your products or services.

Rule Number Three Create and Follow a Plan

Create and Follow a Plan - All successful companies have and follow a plan. Unfortunately, most local business owners struggle, aimlessly wandering year after year, never reaping the benefits or personal satisfaction of building their dream business. Often unable to retire and enjoy their golden years because they are still

broke, burned out, with no exit strategy or retirement nest egg set aside.

Your plan should forecast your week, month and year. Stick to your plan, and when tempted to stray, stop and ask yourself, "Is this in line with my strategic plan?" If not, don't do it! Avoid the shiny object syndrome of copying your competitors or jumping on the next must-have tech thing that you know little to nothing about except what the salesman swears it's the new must have gadget. For example, as of this book's latest update (3-2018), beacons in your shop's window is all the craze, yet beacons are performing poorly for local businesses.

Your steps should include a marketing plan made up of many channels. Using only one channel is gambling, and if that one channel is the internet, then it's "Russian Roulette."

We live in a technology-driven, instant gratification age, consumers, especially millennials are internet savvy and use the internet when making purchasing decisions. The internet is a tool and needs to be a part of your plan, but not your entire plan—and as with any technology, like beacons, it must be used correctly, and strategically.

A Solid Marketing Plan Consists of Many Tools.

Utilizing Marketing, Accounting, Inventory, Warehousing, and Order Processing Technology Automation Tools will transform both your life and business.

Targeted Direct Mail is a "must have" for your marketing toolkit, implementing a strategic blend of offline to online is critical.

Search Engine Optimization (SEO) is risky and should be no more than ¼ of your Lead Generation and Internet Optimization plan.

Other "must have" plans are an employee training and accountability plan which includes policies and procedures, a detailed social media policy, a customer retention plan, a customer reactivation plan, business growth, and profit plan, and an exit and retirement plan (for you!).

Rule Number Four

Anticipate and Embrace Change

Take time to work on your business, invest in yourself and management so that both you and your team can be more effective leaders and decision makers. Competition is fierce, so to survive and continue to prosper, you must embrace change.

It's foolish to believe that you can effectively do business the same way you did business even two years ago. Savvy owners are continually looking to add new products and services that compliment what they already sell. They implement big-box chain strategies like up-sells, bundle to increase transaction amounts, and add backend touch points to increase the frequency in which patrons make new purchases. They also increase sales by using automated follow-up funnels to convert more prospects into customers and patients and also keeping more of the existing customers or patients coming back and telling others.

You'll dramatically increase your bottom-line and maximize profits by implementing technology, automation and robotics to perform these tasks and more.

- Increase the transaction amount of each sale.
- Get existing customers/patients to buy more frequently.
- Reactivate inactive customers/patients.
- Increase your customer/patient retention rate.
- Improve your patron to referral ratio.

Implement automation to get more done with less effort. Local owners who are afraid or unwilling to accept changes in technology, automation, and robotics will get left behind. This may require re-inventing yourself, product and or service.

Work smart, doing the things that you do well. Savvy business owners pay others to do the things that they either don't do well or don't like to do. Paying others and delegating laborious time-sucking tasks is money well spent. Devote your time and mental energy on what makes you money.

Create Exceptional Customer Experiences

An excellent business reputation is built, not bought. Be a human being first and a business owner second. Strive to provide EVERY customer with the type of service that you would appreciate receiving.

As a local independent business, you have a fantastic opportunity that online retailers and big-box chains do not have to provide personal service, foster positive customer/patient experiences and build community relationships.

Rule Number Five

Capitalize on Every Opportunity to Modernize Your Business

Before you can offer a better product, provide a better customer experience, convert workers into team champions, know what your ideal customer/patient wants or needs, and what challenges are keeping you from having your dream business, you've got to make time to work on not merely in your business. Pinpointing what matters, this is some of the most important work you can do. Once you're clear about what needs to change, map out a plan of action, a plan provides clarity, and a plan helps to ensure that you stay on

point, and make more informed decisions. You'll get more accomplished, and soon you'll notice that you're beginning to strategize with confidence.

Embracing Change and Modernizing your business puts you on a faster track to increased profits and is a critical first step to implementing "The Rules."

Track and record every inbound call to your business for at least 30 days. Listen to these recordings and analyze how your employees interact with callers.

- Are employees helpful, knowledgeable and friendly?
- Do employees answer questions in detail?
- What recommendations do employees make to solve the caller's problem?
- Do employees ask the caller to schedule an appointment or place an order?
- Do employees offer to send the caller more information?

After about a week, you'll be picking your jaws up off the ground. The data you glean will be priceless. It will shed light on where you are losing money, and how you can better serve the callers' needs. Make monitoring your inbound calls a staple business practice. It is an invaluable training tool and helps to ensure quality interaction with prospects and customers.

What good does it do for you to pay to get the phone to ring if you are failing miserably at converting those calls into sales? Before you drive more phone traffic or visitors to your website, start turning more website visitors and callers into paying customers by tracking and measuring what is happening to those valuable, expensive leads. You track what ads are working and also how your employees are handling the phones.

Stop counting website hits and visitors, Twitter and Instagram followers, Facebook friends, and likes.

Start counting what matters—**MONEY!** When you do, you'll begin to have more!

Rule Number Six

Know Your Numbers

Know Your Business Numbers: Track and Measure everything. Most marketing dollars spent by local businesses is wasted on ineffective advertising. John Wanamaker famously said, "Half the money I spend on advertising is wasted; the trouble is...I don't know which half."

Don't throw good money down a black hole. If your ad is not targeted, poorly worded, fails to create urgency, does not compel the prospective buyer to take immediate action, or if it is not adequately tested and results are not tracked and measured, then it is a waste of your dollars. In many cases, the waste can be as high as 80%.

Dan Kennedy taught me that knowing your numbers helps you cut your losers faster and run your winners harder; to make more sales and profits. If you don't measure it, you can't improve it. Tracking and measuring hold every dollar you spend accountable to return a profit.

To accurately track and measure your marketing and advertising, you must know these numbers: Your cost to acquire a lead, how many leads it takes to get a customer, your cost to acquire a customer and the lifetime value of your customer.

If you know that for every \$10 you spend you make \$100, your only logical move would be to spend as many \$10s that you could afford.

Stop limiting and foolishly budgeting what brings in the sales and profits. Spend as much as you can to generate leads wisely. And then as they say... Follow-up consistently, until they either, buy or die!

The next time you decide to tune into reality TV, flip to CNBC and watch Billion Dollar Buyer, it is a reality show that's both entertaining and educational, and must-see TV for local owners. Each episode features Tilman Fertitta, CEO of Landry's Inc. where promising entrepreneurs pitch their businesses to Fertitta, one of America's most successful billionaire business moguls whose companies boasts a two Billion dollar a year buying budget. From casinos to chains of restaurants from seafood to steaks across America.

There's something to be said about knowing your numbers; we can all take priceless advice from this self-made business mogul. Fertitta touts in the opening of each episode, "Ask me anything about my business, anything, and I'll know it all!"

Conclusion

A Rewarding Experience

Take your business from a Monthly Struggle to a Multi-Million Dollar Local Business Success Story.

If you take nothing away from reading this Million Dollar Plan, please take this...

These Six Rules can change everything if you genuinely internalize them. These six rules stand between where you are now and your success.

1. Know Your Numbers
2. Become The Exception and Rule
3. Create and Follow a Plan

4. Anticipate and Embrace Change
5. Capitalize on Every Opportunity to Modernize Your Business
6. Know Your Numbers

The Bottom Line is this; Local isn't "dying," it's merely changing, Local owners who spot and leverage these changes, will win. When you adopt and follow these simple yet highly effective Rules, you'll have a sustainable, competitive advantage and a Wildly Successful Business—the one you always dreamed of.

Designing A Business, You Love

Small thinking and low-cost mom and pop old school strategies are outdated and ineffective against the technology-driven power, pricing, and convenience of online retailers, franchises and big-box chains.

In my opinion, continuing to use low budget, outdated strategies are like taking a water pistol to a gunfight.

Gone are the days where your competitor is the small, similar business down the street. Just like you, they too are in the fight of their lives to survive in business.

Your new competitors are much more formative opponents; they don't want their piece of the pie, they want the whole dang bake shop.

Whether you're looking to implement technology into your local business, simplify how work gets done, or engage prospects and those you serve in new ways, click below and discover how to harness the power and momentum of what's working today and what's next in Marketing and Technology for local businesses by subscribing to The Tech Granny's bi-monthly newsletter, available in print and digital formats. [Click here to subscribe.](#)

The Tech Granny - helping local owners make informed, data-driven business decisions.

“Sevi is a Straight-Shooting Granny, well versed in both local business and technology. Get the skinny on the good, bad and downright ugly, thus must avoid shenanigans for owners from this modern-day local business superhero, The Tech Granny.” [Yes, let me have it!](#)

For local businesses to experience a successful transformation, many moving parts must be rethought, retooled, and rebooted.

I tackle these topics weekly on my social media channels, answering questions from local owners, the questions that keep them awake at night, with worry.

I'm truly blessed and feel fortunate to be able to share my wisdom with you.

You Don't Know What You Don't Know, that's where I come in ...

Thank you for investing this time with me. I promise always to deliver my very best to you.

Stay in Touch!

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To Your Success and Happiness,

