

“The Single Biggest Mistake Business Owners CONTINUE To Make”

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What is your company's most valued asset?

If you own or manage a business, you know that your most valued asset is not your products or cool location... it's your customers. But chances are you're spending money on advertising and still find yourself wondering how many visitors will show up today. If so, then read on with an open mind. The results you'll get from the idea I'm about to share with you are proven, and their positive impact on your bottom line will happen almost immediately... AND, if you do read on, I'll give you a completely risk-free way for you to try out the idea I'm about to share so you can get results for yourself and your business.

Over the past several years, I've met with hundreds of business owners. They all want to:

- 1) Get more customers in the door...
- 2) Increase the average sale amount to these customers, and
- 3) Increase the frequency with which these customers actually buy.

And what I've found is that in an attempt to achieve these goals, most businesses use a shotgun approach. They put out fliers, magazine and newspaper ads, coupons, facebook and twitter posts, "SEO'd" content and backlinks, PPC ads, radio and TV ads, with the hope that from all of these things at least *something* should work...

All of these methods might be well meaning and good, but frequently they fail to solve the problem. Business owners consistently pay for advertising methods like these, only to get inconsistent and poor results.

I'll tell you what really needs to be done...

But before I do, let me tell you the single biggest mistake most business owners continue to make. They let their existing customers walk in the door... and then just as easily let them walk right back out again... without ever finding out "who" their customer really is!

Any time a customer walks through your door (in person or to your website), you MUST capture their information and then systematically begin interacting with these customers right out of the gate.

Traditional methods do not work

We've all seen how businesses try to capture client information. They ask customers to join a contest. Retail shops use a "fishbowl" for business cards. Most restaurants have a punch card. Big box stores ask for our phone number. Department stores have points cards and try to get us to sign up for their own credit cards.

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The truth is, most of us do not sign up for points cards. We do not throw our card in the fishbowl. We simply do not share our information, because we do not want or even care to hear back from the business.

It seems obvious that the business does not have our best interests at heart. We can feel in their messaging that it's all about them, and we just don't want to be bugged. And that's why participation in these types of programs is limited and has a lower ROI.

So how do we change this? Is it even possible?

I've learned that IT IS possible. And let me tell you how...

My answer may seem to be too simple to generate the improvement of the efficiency of your advertising dollar to the degree I'm going to suggest. However, if you'll continue reading this report, you will see the truthfulness of the ideas that I'm about to present. And I hope you'll determine to make the necessary changes that will reap substantial rewards for your business and your bottom line.

The key to consistently growing your business is more than just capturing your customer's information... although that is where it starts. Getting an "opt-in" from your customer is also vital, but that's not the secret.

The secret is:

Getting all of your customers to opt-in, with the expectation that they WANT to receive messages from you going forward...

It's making absolutely sure that they want to communicate freely with you about how your business can add value to their lives. It's NOT turning your customers into test marketing guinea pigs to bombard them with impersonal coupons and poorly crafted messages.

The way you get all this to happen... the real-life solution that gets everything to work, is to simply ask your customers to join your company BIRTHDAY CLUB!

It comes down to accomplishing these three things...

1) Getting your customer's information.

2) Getting them to opt-in.

And lastly...

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3) Making absolutely sure that when they do opt-in, that they are engaged and WANT to receive a message from you down the road... or in other words, they WANT to stay on your lists because they know you are going to add value to their lives.

It's vital that you articulate value in all of your marketing messages, and to do that your customers need to know A) What's in it for them and B) You're not just going to advertise to them.

Your company Birthday Club DOES ALL THREE of these things...

Because on your customer's birthday, you'll send them something really valuable that they'd be crazy to overlook.

So how could anyone who comes to your business resist joining your Birthday Club? What grabs you more? For example, which message would you like to receive?

A) Today Only! Show text to get \$2.00 off Any Pizza at Perfect Pies. Also, the BBQ Chicken Pizza is back for a limited time. C U Soon.

B) Hungry? Stop by for a FREE giant slice of pizza (any style), one our famous desserts & an ice cold beverage. Happy Birthday! From all of us at Perfect Pies :)

THE ONE THAT WORKS EVERY TIME IS: B.

The truth is, nobody can resist a real birthday present. Since your messages won't be lame and ineffective advertising that talks all about you and your business, your customers will be delighted to be on your lists.

And why would anyone get off your birthday list if you actually gave them something they wanted? The answer is they wouldn't!

And if you gave them something good on their birthday, why wouldn't they come in to your business? And of course the answer to that question is THEY WOULD... and they will.

And they'll bring their friends. They'll tell their friends. And your Birthday List will grow right along with your business

Now, you might be asking yourself, "How can I do this without additional overhead?"... You implement what I like to call My "Completely Hands-Free Birthday System."

And I've built this system to help grow businesses just like yours...

Here's HOW it works:

1) It's Totally Hands-Free (all info is entered by your customers directly).

The most important thing is that it really is "Hands-Free". You don't need to do anything except ask people to join your Birthday Club! Once the birthday message has been set up your customers will automatically receive your value added message on their birthday.

2) Your Birthday Club uses the most Powerful and Direct Delivery Method.

Your Birthday Club uses text messaging... Undisputedly now, the most powerful delivery mechanism OF ALL. Why? Because it has perceived importance OVER ALL OTHER MEDIUMS. When you receive a text, you read it. But not only do you read it, you read it sooner than any other type of message.

Analysis by Juniper Research showed that "94% of all text messages get read compared to 35% for emails" and most messages are seen within seconds.

It's a fact... text messages take precedence over Voice Mail, Email, Facebook, Twitter, or any other mobile and/or online medium.

3) You get your own Dedicated Text Message Line

Having your own Texting Phone Number is critical because most text messaging systems use what's called a "short-code". And having a short-code is not a good idea because customers perceive messages received from a short-code to be mostly advertising.

Instead, you get a regular local phone number to deliver your messages so there's more inherent trust built right into every message you send.

4) Your Birthday Message is Completely Customizable.

At any time you can change your company Birthday message. You have 160 characters to work with, but the secret to crafting a powerful message is not how long the message is, it's knowing and understanding WHAT your customer wants and WHEN he or she wants it. And this doesn't take a lot of characters... it just takes knowing and understanding your customer and delivering your crafty, customer centered message.

Our Birthday Club Experts will give you personal customized assistance to crafting a market proven, results getting message.

If you give something of REAL value to your customer, they will be really happy! It doesn't have

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to be completely free, but the more they get the happier they'll be. And the net result is your business gets shared with lots of people who otherwise may never have even considered you.

5) Location. Location. Location.

Go where the people are! Hint: It's wherever their phone is. In fact, most of the time your customers are already looking at their phone. Just take a look around (wherever you are) and take note.

In the old days, you'd go to newspaper, radio, flyers, billboards, tv, and email if you wanted to deliver a message. These days, people are reading their phone, not these other mediums.

Why not speak directly to your customers instead of hoping they'll look up at your billboard, see your magazine ad, not throw away your flier, read your newspaper ad, etc.

According to Computer Industry Almanac, "Text messaging has over twice the reach of the internet." So the way to reach people is to have their phone beep with a message that pops up right in front of everything they're doing... with something valuable for them.

6) Use a perfect lead in.

So, what you want to do is get anyone and everyone that ever comes into your store onto your own list starting with your Birthday List. It's the perfect lead in.

Everyone has a birthday. Everyone wants something for their birthday. Who could resist getting something for their birthday?

I can't.

And I know I'm only going to get one message on my birthday, so I'm not going to be worried about spam.

7) Grow YOUR OWN LIST and stop growing someone elses.

Once they're on your Birthday List, the system can automatically check your customer's status and then ask them to join your VIP List as well. This enables you to send out messages with more frequency while not compromising the integrity and deliverability of your Birthday List.

The bigger your list, the more control you have over YOUR OWN business. Don't rely on outside advertising methods to get your traffic. What's really happening when you use outside lists, is you're paying these advertisers to communicate with customers that are already YOURS. They've probably already been to your business.

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Do you pick through your stacks of coupons to find the places that you already like and would go to anyway? That's exactly what most people do. So they're usually already your customer if they pulling your coupon from the stack.

Why keep paying a middleman to reach them when you can do it for a fraction of the cost?

At just 5-6 cents per message there really is no comparison.

8) Your Birthday Club is also the most COST EFFECTIVE Method.

Most businesses like to do coupon advertising through Money Mailer, ValPak, HomeTown Values, magazine ads, and the local newspapers. They'll canvas the city with their coupons and hope to "get their name out there".

You might pay a penny or two per household to get your message delivered, but since only a few of these "households" actually see and act on your message, your cost per person to get them through-the-door goes through-the-roof.

Here's what actually happens. A store owner send out a co-op print ad (ie. ValPak) to 45,000 households @ 1.5 cents each for a **\$600.00** total ad cost. From the ad, **125 customers** come in the door which works out to be **\$4.80** per person.

Using my "Completely Hands-Free Birthday Club" costs just pennies per person and the response rates you'll get are multiple times greater than other methods.

According to Juniper Research, "Marketing via mobile devices generates a 15-20% response rate compared to 1% with traditional marketing"... or even less.

And by sending your text messages at the most opportune time (on your customer's birthday), your response rate can't help but be even greater.

If you can add just 25 people each business day, by the end of the year you'll have more than 7,500 people on your list waiting and WANTING to receive messages from you.

Using my system and a valuable offer, you can expect a 15% response rate, or 1,125 people through your door for just **\$0.33 per person. That's 14 times less expensive than traditional advertising methods at \$4.80 per person.** In other words, you'd have to send out your print ad 13 more times just to get the same number of customers you would with my system!

What better approach can you think of to get people in your door?

...And I wonder what you could give to your customers (in the way of FREE stuff) from the \$4.47 savings per customer?

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9) Customers usually bring a friend for their Birthday.

Now you have to consider this too... most people like to celebrate their birthday with someone besides themselves. This provides an upsell opportunity that helps offset the cost of providing free and valuable offers to subscribers.

If you can entice someone to come on their birthday, chances are they've got a friend or two that will show up and pay for their own meal as well. They'll join your club and you'll have a new customer coming in that you would probably never have reached.

And that's the idea.

Get as many people to come in and experience what you have to offer so you no longer have to pay for advertising. It becomes viral, the word gets out and starts to spread on its own.

Once you start seeing the results of genuinely giving value to your customers, you'll wonder why you didn't try doing it sooner.

10) Finally, what's going on inside your customer's head already?

The last thing I want to mention is how people deal with all the messages floating around out there these days. And I think it's a fairly simple process. You just have to remember that everyone has their advertising radar up all the time.

Whether we realize it or not, we all have an "A" pile and a "B" pile and we're unconsciously sorting all the time. The trick from a business owner's perspective is to deliver messages that land in the "A" pile. To do that, you have to get outside of your own world and into your customer's.

For example, if you're flipping through a magazine, you're probably looking for an article that would be interesting to read. You're not hunting for ads. You can spot the ads right off the bat and you avoid them. You glance past the ads on purpose and specifically to NOT read them because you're looking for the valuable content. And your brain does this almost without thinking about it because it's the plain old text on the page that doesn't have all that flashy stuff around it in blinking lights and bright colors that you're looking for.

Unless it's the Super Bowl, you're not sitting there watching TV waiting for the next commercial. You're watching your favorite program. You're skipping the commercials and the junk with your TIVO or DVR to get to the good stuff.

It's not your logo. It's not your catchy tagline or mission statement.

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And it's not always coupons or discounts believe it or not.

What I'm saying is, people want value.

And what's value? ...It's the stuff that matters to your customers.

The reason coupons are dead these days is because coupons are all about the business... not all about the customer. There's no value in it for the customer.

What you need to do is make your message relevant, then they'll appreciate the message. And what could be more relevant than someone's birthday?

When your message is all about the customer (like a birthday is), they'll tell their friends and family and bring them into your store or place of business.

They'll become your company's best advocate.

Address THEIR likes, wants and needs. Find out their problems, fulfill their dreams and make their lives easier. Cut through the clutter. Uncover the conversation already going on inside your customer's head and you'll be able to deliver exceptional value.

Think about what your customers would appreciate and give it to them. And our team of experts will help you do that. We'll help you craft a powerful message that not only works for your customers, but for you too.

Just remember, the key to success with text messaging is to provide something of real value to your customers without being overtly "salesy" or "advertisy". Make your messages all about the customer, and less about your business and they'll repay you tenfold.

And that's the reason I've built my "Completely Hands-Free Birthday System," to help you build your business by delivering exceptional so they will repay you time and time again.

I truly believe that my system is THE BEST WAY to grow your business.

Don't just rely on "walk-in" traffic or ineffective advertising strategies that are guaranteed to fail. Build your own highly responsive Birthday List so you can determine for yourself how many people walk in your door and ultimately grow your bottom-line.

Stop hoping. Start doing.

Take the next step...

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Here's the next step:

The next step is to get your own “Completely Hands-Free Birthday System”, and I’ll make it completely painless for you! And since you’ve read this report, I’ll give you an even better offer than we make on the website.

If you’ll call and mention this report you’ll get my “Completely Hands-Free Birthday System” that will capture your customer’s mobile phone number, their birth date, and their name all without you having to lift a finger. Normally, we offer 250 free texts during your first month of service, but I’d like to reward you for taking the time to read my entire report and to understand for yourself, the “single biggest mistake” small business owners CONTINUE to make. Try out our system today and I’ll give you up to 1,000 texts free during your free trial period. And you only pay 10 cents per text if you go over your monthly allotment. There’s no contract, and you can cancel at any time.

Remember, it’s as simple as asking your customers (and prospects) to text BDAY to your company text line. Those who text in will receive your customized Welcome Message and will be “opted-in” to receive your company Birthday Message on their birthday. So sign up as many of your customers as you can... and if you make it a team effort, you’ll be able to get 20 to 30 names on your list PER DAY. That’s 500-600 customers on your list in just 30 days.

Now, I believe completely in the power of my system, and I know you’ll love it, but I want to make absolutely sure that you know that I’m serious.

I want you to be successful, so I’d like to do a few more things.

Here's what we'll do...

- 1) One of our Birthday Club Experts will personally consult and brainstorm with you or your store manager to help identify some unique ways to grow your list FAST!
- 2) We’ll help you craft your company Birthday Message and a powerful “Welcome” Message to make sure you are successful right off the bat.
- 3) We’ll get your “Completely Hands-Free Birthday System” setup for you within 48 hours after we have all of your information.

And as a FINAL BONUS for taking action right now, I’m going to do this:

- 4) Email us and we’ll send you a special promo code which waives the setup fee for your new account.

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Try it now!

Test out our “Completely Hands-Free Birthday System” right now to see how it will work for you and your customers.

Just text **BDAY** to **801-701-8600** and try out our live “demo” Birthday Club for yourself.

AND THEN...

Call **801-930-0005** and talk directly to me or one of our Birthday Club Experts to get your “Completely Hands-Free Birthday System” setup for your business today!

I am certain that you won't regret taking action right now.

Thanks for reading... and I look forward to hearing from you.

To your success,



Hugh Smith
Chief “Birthday Club” Enthusiast
hs@textbaq.com

PH: 801-930-0005

PS - Get signed up and build your list to at least 1,000 names in the first 30 days and I'll give you half off your next month's bill. Engage your staff. Tell your customers. Get them to tell their friends. Put up signs around town. Email and text everyone you know. Get as many people as you can to join your company Birthday Club and you've cut your next monthly payment right in half. I'm sure you'll be pleased with the results. Give it a try it now. :)

Experience our live “demo” Birthday Club right now!
Just text the word **BDAY** to **801-701-8600**