

Business On Demand

How To Create Systems To Bring In
Business On Demand, Even If You
Hate Marketing and Have No Time
For It.

Kathleen Vallejos

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Table of Contents

Dedication

**Interview With Kathleen Vallejos - How To Create A
System To Bring In Business On Demand**

Bonus Resource Center

Bibliography

Acknowledgements

About The Author

Dedication

To my awesome clients for their courage and enthusiasm for what they do best.

Interview With Kathleen Vallejos – How To Create A System To Bring In Business On Demand

We're here today to discuss how Kathleen uses systems to create business on demand for her clients, even though they may not like marketing or have the time for it.

What types of clients do you work with? Who are the types of people that you are helping out there? What type of industries and businesses are they in?

Kathleen Vallejos: That is a great question. I primarily work with small business owners and service professionals who have an established business and they probably have about 1-10 employees.

But mostly they're busy. They're often working IN the business instead of ON the business.

They're constantly chasing after new customers, clients, or patients; as a result they often have an unpredictable cash flow and they're going through cycles of feast and famine.

What I do is use a strategic system that helps professionals get in front of their perfect customer, client, or patient and create a constant flow of loyal customers, clients or patients who then will refer more folks to them for business.

The kind of business itself could be a chiropractor, an accountant, interior designer, decorators, photographers, handyman service; they could be in insurance, real estate, a financial advisor, doctor, dentist, or a contractor. Just about anything really.

Who is this book written for? What kind of business owner would get the most from your book?

Kathleen Vallejos: This book is for any business owner or service professional that is struggling with potentially a variety of issues.

Often as soon as they finish with a customer they have to start all over to get a new one, as a result they experience cycles of feast and famine. They spend time at networking events or as part of lead share groups searching for their next customer. They have more business cards of other professionals than they do hot leads for a new customer. They have showcased their business as part of a networking event or conference.

These business owners have prospects but have not spent any time keeping in touch with them because they are too busy working with their current customers, clients or patients. They have a long list of past customers, clients, or patients but don't spend any time keeping up with them because they already bought once and are still too busy with current customers.

They are too busy working in the business to spend time getting more effective with their sales. They don't have a system for keeping in touch with past customers or prospective customers; they only talk to current customers about their current needs.

They don't have a marketing strategy. That have not integrated the marketing tools they do have to be working with and for one another (e.g. website, brochure, business cards, Facebook page, Twitter, etc.) They are trying to do the marketing tasks while they are doing everything else in the business so it is not getting proper attention. They are a one-person business and do not have time for marketing. They think that the effort they have put in to marketing should have had a better result and therefore do not want to put any more time or money into it.

They believe they are getting enough business through word-of-mouth referrals. And finally, many think or know other business owners who

seem to have it all together and they want to know how to be that way too.

How does the reader make the most out of this book?

Kathleen Vallejos: This book should be read with an open mind and definitely in the order it is presented. The steps build upon each other so skipping around won't make much sense.

There is also a resource center at the end of the book with some freebies – take advantage of these. Some of these are only available here: <http://justthewritething.com/resource-center/>

What led you to this field?

Kathleen Vallejos: Well interestingly enough, I believe I was born an entrepreneur but didn't know it.

As a kid I had the experience of my mom not really knowing how to make money, how to take care of herself, or how to run a business. We experienced the reality of living on child support and food stamps. That proved an unpredictable financial situation and it was just not good.

When I was young, around the age of 10 I quickly realized that the fastest way to making some money is to provide services to people. And so I started offering services to my family members. We all lived in the same area on the same road, so I would go from house to house talking to my aunties and uncles and finding out if they needed help cleaning, organizing, or babysitting. In exchange they paid me. Sometimes my Grandma gave me a whole dollar to dust her entire house. I had the entrepreneurial spirit.

I basically understood that if I helped someone get what they wanted, they would pay for it. That's when I developed my caring for people that are business owners.

In college I studied human behavior and education, earning a Master's Degree in Human Development with a specialty in Leadership in Education and Human Services. I worked as a teacher for a short period of time after college and then also for several different small businesses.

While working for small businesses I had great insight as to what made those businesses successful, as well as, what made some struggle all the time.

It was there that it broke my heart to see that something so simple as creating systems was severely neglected.

Later I spent several years as a volunteer firefighter. We got the same training as paid firefighters and did the same work, but we also had the added component of fundraising to support our work.

Then it was in 2008 that I was laid off from the corporate world and I decided to work directly with business owners to help them be successful. I was used to implementing systems on a larger scale and could see the need for similar systems for small business owners and service professionals.

With most new businesses failing why would you choose to work with small business owners?

Kathleen Vallejos: I could see that most small business owners were lacking strategies for consistent follow up and getting business on demand as part of their day-to-day operations. They were spending significant amounts of time networking one-on-one and wearing too many hats.

According to Forbes.com there are 5 major reasons eight out of ten businesses fail within the first 18 months.

The first reason is because often, there is no conversation happening between the business and the customers regarding their needs and wants.

The second is not standing out from the competition, not being unique.

The third has to do with those businesses that have defined what makes them unique and their inability to successfully communicate that to their customers.

The fourth reason businesses fail is due to a breakdown in leadership. Usually there is some personal dysfunction at the head of the business and it's not being rectified. Become self-aware and fix it, fast.

The final reason, not surprisingly, comes down to money - a lack of revenue due to a failed business model. Your business model needs to include a proven path to revenue, when it doesn't; failure is

inevitable, even if you have the other 4 reasons covered.

Did you notice that two of these reasons deal with communication between the business and the customer?

This book will show you how a consistent form of communication with your customer, client, or patient will make your business effective and profitable.

It also takes some strategic planning and consistent implementation of systems to make your business run smoothly, effectively, to create a profit, and bring in business when you need it.

Assuming you talk about these systems in your book, what will business owners learn from reading your book?

Kathleen Vallejos: They will learn what specific marketing strategies will leverage all of

the work they've already done to earn more money with the customers they already have.

They will learn the importance of communicating with two key audiences to secure a never-ending flow of loyal customers, who then refer more new loyal customers.

Why is that important?

Kathleen Vallejos: They can stop spinning their wheels and going in many directions at once or in some cases they can start with one focused direction. They will gain a pipeline of customers so they can stop constantly chasing the next customer. Who wouldn't want a constant flow of customers?

They will gain a specific plan of action. They will gain some confidence and peace of mind that this plan of action can be implemented to help bring in business in a manner that does not significantly increase their workload.

If they have staff, the staff can be trained in the plan so that the owner doesn't have one more thing to do.

These business owners will gain some time freedom with a system put in place, they can stop scrambling for the next customer and put their time where it needs to be or spend more time with their family.

They would gain the ability to increase their business on demand during slow times if needed. This would give them some financial peace of mind for being able to deal with all the seasons of their business.

What impact would implementing these systems have on their business?

Kathleen Vallejos: They would save time, be able to take specific action, see the results of those actions, and repeat for continued success.

They will save money being more effective with the resources they already have.

They would have a strategy to beef up their business during slow times.

What if a business owner does not implement these systems as you present them in their business? Won't things just stay the same?

Kathleen Vallejos: They may continue being stuck where they are but it is likely that there will be a growing frustration at the lack of progress being made. There may be a continued feeling of constant stress and the issues may get worse when no corrective action is taken.

With no proper systems in place business growth will be limited. Work may start to fall behind or more mistakes may be made. Opportunities for more business may be lost while trying to keep up.

Other concerns or issues may pile up while waiting for the business to pick up to be able to take care of those other concerns.

Put simply, often things don't just stay the same; they get worse.

Without effective systems, several obstacles arise that can put your profits at risk and take away the freedom that you wanted when you started your business in the first place.

What are some likely obstacles keeping business owners from implementing systems to get and keep business on demand?

Kathleen Vallejos: They have no communication strategy or systems in place for keeping in touch with prospects or current customers.

They don't want to learn something new.

They think they don't have the time or money to make the appropriate changes.

What are some common fears of business owners trying to implement new systems?

Kathleen Vallejos: Business owners and service professionals may fear that the changes or new systems won't work and that they will have wasted their time and money. They fear they and their staff won't be able to keep up with the changes or make the appropriate adaptations necessary for success. If they have staff, they may be fearful of being unable to monitor staff's use of the new systems.

Or, they may simply feel overwhelmed and not know where to start.

What may be some myths or misinformation a business owner might have about this process?

Kathleen Vallejos: They may conclude that systems cost more money than they make. They may think systems are too difficult to implement into an existing business. They think they have to be able to monitor everyone's use of the new systems for it to be effective. They may also feel that following up with people is pestering them.

Are there any other obstacles or pitfalls that a business owner should be aware of before they go any further?

Kathleen Vallejos: There could be staff pushback on changes. Change is often difficult for many people; the right attitude and perspective will need to be provided to ensure success.

A business owner who is reluctant to change may self-sabotage, procrastinate, or display other delaying or negative tactics to prove their fears are right.

While not an obstacle or pitfall, it can be forgotten that any marketing strategy needs to be given proper time to be effective. Results are not overnight. Patience and persistence are necessary for success.

How will your book help business owners and service professionals overcome these obstacles, fears, and misconceptions to get the results they want?

Kathleen Vallejos: My book lays out the specific steps to creating a marketing strategy for getting and keeping business on demand.

It also contains examples of successful implementation of these steps for clients of mine.

Does your solution have a name?

Kathleen Vallejos: The Business On Demand
Blueprint

What are the steps of the solution?

Kathleen Vallejos: Step1-How to never have to look for a customer again

Step2-Getting in front of your perfect customer

Step3-How to gain a competitive advantage over other local businesses

Step4-How to get a constant flow of loyal customers who refer you to more awesome loyal customers

Step5-Scaling up.

Step 1 - How To Never Have To Look for a Customer Again

Kathleen Vallejos: In marketing it is a well-known fact that it generally costs 5+ times as much to get a new customer than it does to retain your current customers.

What does that mean for me as a business owner?

Kathleen Vallejos: You are already doing the most expensive part of the work by getting new customers, clients, or patients and leaving money on the table by not communicating with them and only focusing on getting new customers, clients, or patients. Remember the reasons businesses fail, none of them said “there are no customers, clients, or patients.” Two of the reasons were a lack of communication.

What’s the first step in creating a system that allows for regular communication with your current customer, client, or patient?

Kathleen Vallejos: A collection device.

What does that mean?

Kathleen Vallejos: It's having a way to gather your prospects information so that you can follow up with them in a reassuring manner, which provides value until they are ready for your services.

You already have your current customer's contact information; you just need to be communicating with them regularly.

You are basically leaving money on the table by not trying to sell to your current customers and only focus on getting new customers.

For potential customers, clients, or patients, you will need to take get their contact information online.

What information am I asking for and how do I get it online?

Kathleen Vallejos: You are asking for their name and email address and you use a form

online to get it. It is a common form and is used on many sites already.

The best way is to automate the whole process on your website by having a form where people give you their contact information in exchange for some kind of free gift, something of value to them.

Your website's only purpose is to get the people who are interested in what you have, to give you their contact information using that form.

So what happens when the person enters their email address? Where does that go?

Kathleen Vallejos: Don't worry. There is technology behind that.

It goes to a piece of software that is connected with your website that complies with all of the email regulations and will store those emails allowing you to email everybody at once instead of

you having to send a separate email for each person.

This software will also take care of asking permission to send these emails so you don't experience any problems.

But here's the thing, people don't just give away their information so easily anymore because they are already overloaded with email. So you will have to offer something of value in exchange for their contact information, also known as a freebie.

This freebie is a way to entice new customers to sign up for your freebie thus beginning the get-to-know-you stage.

Why would I want to offer them something for free?

Kathleen Vallejos: In my business, I want to help business owners by showing them how a clear strategy would benefit their business. This

allows me to start a relationship by adding value immediately.

It has been reported that 74% of consumers prefer to receive commercial communications via email.

1

So, whether you are capturing your current customer's information or that of a potential new customer, in order to build a relationship and customer loyalty, you've got to have this step firmly in place. It is essential for the success of future steps.

Step 2 - Getting In Front of Your Perfect Customer

What if I don't have my customer's email address? How else can I create a connection with them and get the opportunity to get their contact information?

Kathleen Vallejos: You need to have a web presence, a place to be found online.

If you don't have a website or you do have a website but nobody knows that it exists, so nobody visits your website, or you want even more website visitors, Facebook would be a good place to start.

The simplest way to begin is to create a Facebook Business Fan Page. They are free and simple to set up. You just need some basic information about your business and some photos to get started.

Why Facebook?

Kathleen Vallejos: Facebook has over a billion users and as a small business your perfect customer is there. Today Facebook is one of the least expensive ways of getting in front of people who want what you have to offer.

The first thing you need is your personal Facebook profile set up and then you can create a Facebook Business Fan Page. The steps are outlined in the bonus materials in the resource center of the book.

So now I have a Facebook page, what do I do with it? How does it help me reach my known audience and target market?

Kathleen Vallejos: Once your page is ready you want the right people to Like it. You start by inviting your friends and other local people to Like your page. But here's the thing, sometimes our friends on Facebook are not our customers. So, if you have a cousin living in another state, they are still your friends on Facebook but it doesn't make sense for them to Like your business page from another state.

You can also promote your page to people that are actually interested in buying what you are selling.

Facebook gives you the option to advertise for Likes to get started.

You'll be trying to get your page seen by the local people in your neighborhood and surrounding area, as they are most likely to use your services.

You'll start by choosing Promote in the top right corner of your business page and then click on Use Ads Manager. The Ads Manager is a place to create your ads, choose who will see your ad, and manage your budget.

Ad budget? That sounds expensive, what are we talking about here?

Kathleen Vallejos: You can set a daily budget. The lowest daily budget is \$5. In Europe it's 4 Euros. So you can see running an ad will not break the bank.

The most important part of Facebook is that you will tell Facebook "Okay Facebook, show my ad to

people who are interested in weight loss or women who are interested in yoga or women who are interested in home decor.” Then Facebook goes and shows your ad to those people only.

You have full control of the ad and can stop the ad at any point.

Explaining how to do all the possible ads in Facebook is beyond the scope of this book.

Is there an overall Facebook strategy?

Kathleen Vallejos: First, you advertise your page. You want Likes to your page, but not any Likes, you want the people who already have or who will buy your product or service to Like your page. Once your page has a hundred Likes you can advertise to anybody you want and Facebook has a very large database.

There is also a function on your page called Boost a Post. This is extremely cool and something you

can start doing today if you know that the people who Like your page are your perfect buyers.

You post something in Facebook, and you pay Facebook as little as \$5 to boost that post. In other words, you tell Facebook, “Facebook go show the people who Like my page this post.”

****Tip:** Never boost a post for one day, always boost for a minimum of 3 days.

It’s not the same as having an email address. This is a complement to that, because some people don’t check their email address but they are on Facebook. Some people check their email address and they are in Facebook.

There is no other system that allows you to be in front of your perfect buyers for \$5 in 3 days. You cannot have an ad in the newspaper for \$5.

So choosing your audience for your page is extremely important. Every month you should be

running a couple of campaigns: one campaign for your perfect buyer to Like your page; another campaign to take people directly to your website.

So what about the people that go to my website?

Kathleen Vallejos: You are going to offer something they find extremely valuable in exchange for their email address.

Is that what you were talking about in Step 1?

Kathleen Vallejos: Yes.

They complete that form and you give them the freebie you promised.

Now they are in your database, you are growing your list of email subscribers, which is your number one objective because you don't own Facebook, so you want the contact information of your people.

Your objective number two is to grow the number of Likes to your page so that communicating with your perfect customer is extremely inexpensive.

What else should I do with my new business page in Facebook?

Kathleen Vallejos: Create 2 posts a day to keep your page active. Spend a few minutes each day following up with any direct messages or questions that come in and require a response.

Your particular business and the way you serve your customers, clients, or patients are unique to you. This is a place to begin a conversation with your audience about what you're about, what kind of value you provide to them, and how they can get it. This is an essential part of the relationship building that you must do to eventually create customer loyalty and referrals.

Step 3 - How To Gain A Competitive Advantage Over Other Local Businesses

Is the goal to only reach out to current customers or are we also trying to attract new customers?

Kathleen Vallejos: Both. The goal is to “Get found fast!”

What do you need to show up? Your website. Not any website. Google now has a penalty on sites that are not mobile friendly because people are searching with their mobile devices.

You need a website that makes you look professional and creates trust and credibility. If you are going to have a website that looks like a website from the 1990's then it's better not to have one because it's hurting you.

We can all think like Wal-Mart or we can think like Nordstrom's. Being the cheapest is a very bad business model.

If you already have a nice website, is there something else you can do to be found fast?

Kathleen Vallejos: You also need to be listed in the right review sites and directories. And you need to make sure that if you haven't taken care of this, what shows up today is not hurting your business because you haven't paid attention to this until now.

The fact that you haven't listed your business doesn't mean that your business is not being listed there: it is being listed and reviews are being written. If you are not hearing about it this can be a huge problem.

It is also how you manage your online reputation. You take control of what content is listed online – content, images, contact information. You want to be sure the listing has your correct phone number and address so that people who do find you online can actually find you. The Google Mobile

Movement Study in 2011 reported that 88% of consumers who search for a type of local business on a mobile device call or go to that business within 24 hours.

When you register your business you can also receive notifications when one of your customers has given a review of your business. This is crucial for following up, especially if it is a poor review. Poor reviews are usually not allowed to be removed but many sites will allow you to respond to your reviewer so you can attempt to resolve the situation.

Now, that you have some of your customer's contact information, you could ask a select few to leave your business a review so that the positive reviews outnumber any negatives. I'm sure your happy customers would have no problem doing so.

By listing your business with Google local places, and claiming your listing in all of the travel and

business review sites and directories, you increase your odds of showing up in search results.

The more you show up in search results, ideally the more people will check out your web page, driving traffic to your website, and bring them to your free offer where they enter their information and you gain a new subscriber and potential new customer.

If you do a good job then you can show up several times in the organic search results – the top ten list under the paid positions.

We have talked about listing your business in review sites. We have also talked about your Facebook page because for a lot of people you are not trustworthy if you are not on Facebook; everyone is on Facebook.

Is there anything else? Another tip or trick?

Kathleen Vallejos: Now I'm going to give you a little strategy that nobody else is using, that your competition is not using. As the owner of the business, you need to be on LinkedIn if you want the chance of doing business with other businesses.

So, get your LinkedIn strategy done right because it will allow you to sell to other businesses, which in turn can mean larger profit margins.

Step 4 - How to Get A Constant Flow of Loyal Customers Who Refer You to More Awesome Loyal Customers

You've mentioned several times "regular contact," what exactly do you mean by that? Are you talking about Facebook posts, phone calls, or in person meetings?

Kathleen Vallejos: This is where you really use the contact information from Step 1 to establish a relationship with your customers, clients, or patients to foster their trust of you and your brand.

In any business there are three ways of increasing revenue - selling more, selling more often, and getting new customers.

Email newsletters are perfect to achieve all that: they strengthen the relationship, they let your customers know about new products, and they can even increase referrals, which lead to new customers, clients, or patients.

The fortune is in the follow-up, as they say.

Email Newsletters?

Kathleen Vallejos: Yes, newsletters. Here are a few interesting statistics about email that help emphasize its importance.

- E-mail is the most popular activity on Smartphones among users ages 18-44. 2
- 91% of consumers check their e-mail at least once a day. 3
- 66% of US online consumers, ages 15 and up made a purchase as a result of e-mail marketing messages. 4
- Customers who receive email marketing spend 83% more. 5
- For every \$1 spent, \$44.25 is the average return on email marketing investment. 6

As you can see, email is the way to go.

You just need a system to send out email newsletters. There are many inexpensive options available today that should fit your needs as a small business owner or professional.

Before you start worrying about what you're going to write in your newsletter, let's get clear about

the main purpose of a newsletter, which is to add value to your customer, client, or patient.

You can add value with articles, tips, news, information, and the newsletter is a wonderful opportunity to let your customers know answers to their questions before they've asked you.

The more valuable they find your newsletter, the more likely they are to share it with friends and family, which can generate referrals for your business. It positions you and your business as the go-to resource, the authority, and it keeps you top of mind.

A lot of people when they think about following up they might start feeling uncomfortable. What do you think is the biggest misconception about following up?

Kathleen Vallejos: I think a lot of folks falsely think that when they follow up with someone that

they are pestering them. That's just simply not the case.

There have been many times in my own life that I've wanted to do business with someone but simply got busy myself and when they did follow up I was glad they had because I had simply forgotten.

Let me share an example with you, I've worked with an accountant and set up several campaigns for her, and 2 of them included: a follow up when their taxes were done and then a fall notice regarding preparations for the end of the tax year.

Think about a CPA or an accountant like a farm. A farm has different seasons. So does a CPA. People want to hear from their CPA in season so that she can let people know when their taxes are ready and when it's time to prepare.

You know you're going to hear from your accountant in January to start getting ready for

filing your taxes in March or April depending on if you're a business or you're doing your personal taxes with her.

The most important thing here is the fall campaign that we did. It was based on adding value. When do people need to know about their tax incentives and deductions? They need to know about it before the end of the year so they can still take action.

So when she's following up with them in September or October they still have time to take any actions they need that's going to effect their taxes for that year. If she waited until the following year they would not be able to make any changes.

So she didn't feel like she was pestering people, people actually needed to hear from her and were grateful to have her reach out.

If it's all about adding value, what is the biggest pitfall for business owners and professionals?

Kathleen Vallejos: This comes from again constantly chasing the new customer they're leaving money on the table from their current customers because they aren't doing any follow up with them.

Having your customers contact information allows you to use email marketing to work with your own supply and demand.

If you've been in regular contact, they may even be choosing your business over another that may be closer, cheaper, or more convenient to them.

In 2014, email marketing was cited as the most effective digital marketing channel for customer retention in the United States. ⁷ That means email marketing (following up via email) helped keep more customers than any other method. Follow up works.

Building and maintaining this relationship cannot be emphasized enough. It is the key to your success. You must make it easy for people to do business with you and this is one of the best tools to help make that happen.

So how can the business owner and the busy professional avoid constantly chasing the new customer and follow up effectively?

Kathleen Vallejos: That's a great question and I'm going to share an example from one of my clients to help answer that.

One of my clients is a farm. Before I started working with them their problem was reaching their customers in a timely manner. They had a friend of the family doing their website and this person was often unreachable to make the updates needed, and the farmers were sending personal emails out when they needed to give

notice to their customers on what produce was ready.

This is a pick-your-own farm so it's essential that they get in contact with their customers when things are ripe and ready to be picked.

When I met with them they were definitely ready to hand everything over to a professional instead of trying to do the work themselves, because after all they are in the farming business not in the marketing business.

As a farm kind of business they have an urgency factor because the food goes bad. If the strawberries are good this weekend they need to contact people this weekend.

They can't wait a week they can't wait until someone feels like it, it has to be taken care of now.

So we put together a system to collect contact information from people that were eager to hear from them when the strawberries, or the apples, or the peaches were ready. It was great. People would actually refer them to their friends and family who live nearby.

One of the tools that we did use with them is Facebook to follow up and to keep people up to date.

We put together a system for the whole year that keeps their customers up-to-date on what's happening, when it's happening, and what's ripe and ready to go. So now they can get customers on demand.

If the strawberries are ready on Tuesday, they can send a notice out on Tuesday to let folks know.

Having this system in place provided the opportunity for them to add other premium

services and events that had a bigger profit margin.

This system allowed them to communicate about all these premium services and events they have added, which have significantly contributed to their increase in income.

They shared with me that they haven't been able to keep up with customer demand. They have grown from a \$75k season to over \$200k season in just a couple of years and they'd have an even bigger season if they could keep up with the customer demand!

So, you just need to do it!

Okay, so we're aware as business owners that the fortune is in the follow up. So what keeps professionals and business owners from following up?

Kathleen Vallejos: There are three primary factors that keep business owners from effectively following up.

The first one is pretty simple, it's just time. Again we've already mentioned several times that business owners are busy but with a clear strategy and the proper system in place, it won't take up personal time.

The second factor is money. There's often a misconception that it's going to be expensive to put a system in place but you'd be surprised just how affordable it really is. Depending on the kind of business you're in, often gaining just 1 or 2 new loyal customers is enough to cover the costs of implementing the process. And in some cases it pays for itself and then some.

When you use the strategy you're going to stop wasting money and will get more efficient in your business because you will be continuing to talk to those customers that you already have, that

you've already spent the time and the money and the effort to get.

The third factor is often who. Who is going to handle getting the system put in place? Who is going to handle the follow up?

In most cases I implement the system and the ongoing follow up for my clients. Most clients choose this option so that the team that they already have working in their business doesn't have to learn one more thing.

If that doesn't suit your needs, an assistant can be trained on how to use the follow up system or you can, as a business owner, try to learn how to do it yourself.

But if you need a haircut you're not going to beautician school to learn how to cut your own hair, you'll pay a professional to do it. Also you're not going to go through tax and accounting

courses to learn to do your own taxes. You're going to have your CPA do it.

There are \$20 tasks and \$200 tasks, as the CEO of your business you need to determine what you're going to spend your time and money on.

A lot of the people might often think that their business is different and so this doesn't apply to them, so let's take a look at whom this might not be suited for.

I thought long and hard about this and I've worked with all kinds of professionals – farms, accountants, financial advisors, interior designers, and insurance companies.

A business I think that this is not really suitable for is people in the funeral business. For the rest the principles are the same. The strategy is just different.

So for business professionals it's a question of developing a strategy for the business that you have but the principles still apply. Remember the seasons we discussed – in season for a farm is different than in season for a CPA; so it's the same principle, the follow up is still going to occur, but it's going to be a different strategy.

If you are a business owner or a professional, you really need to ask yourself HOW will this apply to my business NOT WILL this apply to my business.

What's another benefit to using email newsletters?

Kathleen Vallejos: A huge opportunity you have with newsletters is to quickly test other business ideas without having to spend a lot of money. So if you decide to start selling products, you can ask your newsletter readers for their opinion, you can even ask them for ideas of what they want to buy next and they will tell you.

I don't know about you but I have certain shops and people that I love to buy from and I buy everything they sell as soon as they release it. I love reading, so when a certain author releases their next book, I get it immediately, I cannot wait to read it.

It doesn't have to be books; it can be anything. Your perfect buyers cannot have enough of you and can even tell you what they want next. Big corporations do not have this advantage, because it's difficult for a big corporation to create this kind of bond with their audience.

Think Amazon, people who have bought "this" have also bought "that." Why does Amazon send you email after you bought a computer to let you know about a printer? Because it works.

The secret to a sustainable and consistent income is not so secret. You need a strategy that allows you to leverage the perfect audience that you

build and to put relevant offers in front of them that they love and they buy.

Step 5 - Scaling Up

What if I want to keep growing my business? Is there any thing else I can do?

Kathleen Vallejos: Each one of these steps we've discussed is built upon the previous ones. Let's review. We have identified our perfect audience or buyers. We have given them something valuable for free that they really wanted in exchange for their contact information and their permission to get in touch with them.

Those people either Like your FB page or they have given you their email address and contact information or both. You have systems in place to follow up with them and build a relationship with them, by adding value to their lives.

How are you going to make all of this work and grow even bigger? You need to advertise in Facebook beyond the Likes. This is going to allow you to reach even more people inexpensively and scale the reach of each of those marketing campaigns.

You'll be trying to get your page seen by the local people in your neighborhood and surrounding area, as they are most likely to use your services.

The most important part of Facebook is that you will tell Facebook exactly who should be seeing your ads. Then Facebook goes and shows your ad to those people only.

Once your page has a hundred Likes you can advertise to anybody you want and Facebook has a very large database.

It's not the same as having an email address. But this is a complement to that, because some people don't check their email address but they are on

Facebook. Some people check their email address and they are in Facebook. So choosing your audience for your page is extremely important.

Every month you should be running a couple of campaigns: one campaign for your perfect buyer to Like your page; another campaign to take people directly to your website.

You are going to offer something they find extremely valuable in exchange for their email address. Remember the form we talked about in step 1? They complete that form and you gave them the freebie you promised.

Now they are in your database, you are growing your list of email subscribers, which is your number one objective because you don't own Facebook, so you want the contact information of your people.

What should you do with your new business page in Facebook? Create 2 posts a day to keep your

page active. Spend a few minutes each day following up with any direct messages or questions that come in and require a response.

Is that all?

Kathleen Vallejos: The key to success is to remain consistent. If you advertise once and you stop then you are wasting your money. Just don't do it. Get a strategy for your business, get help from a professional who can help you target the perfect buyer and develop a strategy for your small business and then stick to it.

Now you know how to never have to look for a customer again; how to get in front of your perfect customer; how to gain a competitive advantage over other local businesses; how to create a constant flow of loyal customers who refer you to more customers; and how to scale up.

This is what the progression plan looks like for successful businesses: it is a 3-5 year strategy. In

year number one you build the audience for your business that know, like, and trust you. They, of course, buy whatever you're currently selling. You also have the chance to test additional offers that will allow you to get bigger profit margins.

In year number two, you repeat the offers that were successful in year number one and go on growing your audience.

In year number three, you can leverage the whole system that you have created partnering up with people who will sponsor everything you do just because you have the audience they want to reach.

So what would be your best piece of advice to a small business owner or professional about considering putting a system in place?

Kathleen Vallejos: It's really very simple you just need to work with a professional to create a strategy that works for your specific type of

business and the needs of your customers, clients, or patients.

You just need to do it.

Having this system in place prevents you from spending your personal time trying to get it all done. The system does it for you. This gives you the chance to work on your business and not in it.

You don't cut your own hair and you wouldn't try to do your own root canal, you pay a professional to do that. The same principle applies here.

I'll leave you with just one thought:

Imagine if you implemented all of this in your business...

Bonus Resource Center

To access the resources listed here go to:

<http://justthewritething.com/resource-center/>

This is what you will find:

1.) 25+ Opportunities To Follow Up

2.) Business On Demand Case Study

3.) Follow Up chapter from Clients on Facebook? book

4.) How to Create a Facebook Page and Facebook Fan Page

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About The Author



Kathleen Vallejos - Creator of the Business Success Blueprint – shows small business owners and professionals how to get more customers, clients, or patients; make more money, and keep their regular customers coming back for more.

Kathleen has been recognized as a Top Professional in Marketing and Consulting and international media such as ABC, NBC, CBS, and Fox have cited her saying, “Presenting yourself as an author or speaker with media authority establishes your credibility as the obvious choice

in an indistinguishable sea of options. Hard work and referrals are simply not enough to launch your business to the top.”

Kathleen lives with her husband, daughter and one cat in Ohio. When they are not spending time with extended family, they are finding new places to explore and enjoy together.

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