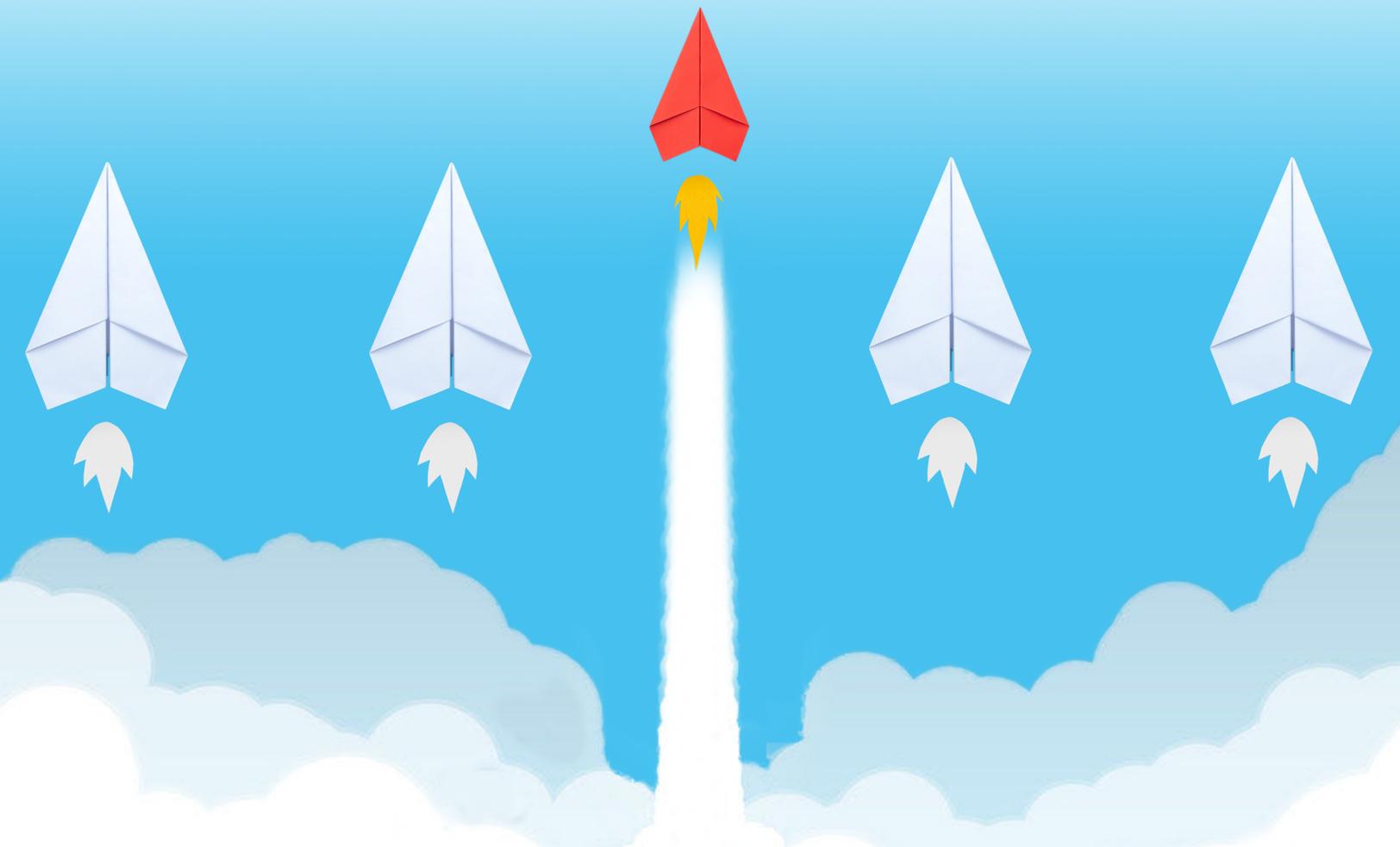


Turbo Boost Your Business

Actionable Insights To Skyrocket
Your Local Business To New Heights



CONTENTS

VISION	4
COMMITMENT	6
KEEP YOUR WORD	8
UNDER PROMISE & OVER DELIVER	10
ENJOY THE JOURNEY	11
BRANDING	12
UNIQUE SELLING POINT	14
BE HUMBLE	16
MASTERMIND & NETWORK	18
BE FLEXIBLE	20
THE INTERNET IS HERE TO STAY	21
REPUTATION IS EVERYTHING	22
CARE	23
WEBSITE IS A BUSINESS NECESSITY	24
VIDEO MARKETING IS NOW	26



The new year is always a great time to reflect on the past year, analyze and evaluate, refresh and reset to prepare for the next year, and set new goals and plans with strategies to put them into action. But, why wait for the new year? This practice should be done throughout the year.

We put together some business and marketing tips for you to ponder and implement. These are not in order of importance, however, they are meant to flow from one to the next. The last tip can be a game changer for your business. Although these may seem like basic and obvious business and marketing 101 tips to some,

they can be easily overlooked and undervalued.

Time is anyone and everyone's greatest and most precious asset. We hope that you will get massive value from investing the time to read through these ideas. You can take it all in, take what you want from it, or take it to the round file. It's free! But, if it will help one business owner reevaluate their business, grow their customer base, increase their revenues, and impact more people, then it will not have been created in vain. That is all it is meant to do: Help as many business owners help as many people as possible.



1. VISION

“The only thing worse than being blind is having sight, but no vision.” – Helen Keller.

Creating your vision may be the most important thing you will do when starting your business. This entire ebook could be dedicated to vision. We will cover several important aspects of vision here.

What do you want from your business? What type of businessman or businesswoman do you want to become? How many people do you want to impact? What levels of success do you want to achieve? Do you want to be a leader in your industry and dominate your market? What type of relationships do you want to build and nurture? How big do you want to grow your business? What are your financial goals for this year, over the next 5 years, or in 10 years? What will be the identity of your brand or business? What does your ideal customer look like?

How you answer those questions will dictate how you run your business. Not taking the time to answer those questions can substantially decrease your efficiency and leave you trying to navigate treacherous waters without any guiding light. Everyone wants their business to be successful. Success is a relative term. You

have to define exactly what that means to you.

If an uber picks you up, you have to give the driver a specific address in order to get there in the shortest amount of time. You cannot expect to reach the destination quickly by giving the driver a vicinity and saying, “keep driving, I will know it when I find it.” Don’t you want to get there as soon as possible, in order to have more of that precious asset you can’t make or buy more of? The only way to do that is to know exactly where you want to go.

A clear quantifiable goal is necessary to be able to reverse engineer your revenue or sales goals, and calculate the needed investments in your marketing. To give you a very simple example to illustrate, let’s say your revenue goal for 2019 is to reach \$300K in gross revenues for the year. Of course, there may be seasonality swings that affect your calculation, but on average you would have to gross about \$25K per month to reach that \$300K annual revenue goal. That \$25K could be a number that you just shoot for every month, but how can you drill down further to actually know how to achieve it?

It will be different for every industry or business mod-

el, but no matter the type of business, you can always get more specific than that. Calculate the weekly or daily goals. Then, once you have those numbers, you can analyze further to see the bare minimum you have to do every day in order to reach them. If you sell \$100 items, then you may need to sell 8 or 9 every single day. If your customer acquisition cost(CAC) is \$10 per client/sale, then you may need to invest \$80 per day in your marketing. If you are generating leads through online ads and you know your cost-per-click (CPC), your click-through rate (CTR), and your conversation rate, you can calculate how much you should set your daily ad budget to in order to reach your daily revenue goals.

These are highly simplified scenarios, but the point is to get an idea of what you need to do monthly, weekly and daily in order to make that annual number goal more tangible. Knowing how to get to the goal makes the goal mentally more attainable, and it starts with the vision.

Another aspect of your vision you should clearly define is your ideal customer. Know exactly who you want to serve. Define your target market and do your demographic research. Then, take it a step further to detail the exact characteristics of your target customer. Knowing this information will help you craft an appropriate and relevant marketing campaign and will allow you to make it laser targeted to your ideal customer. When you can do this, you will bring in more of your ideal customers giving you more control over who you do business with, and allow you to spend your advertisement dollars more efficiently.

So, I urge you to ask yourself these types of questions and answer them with as much specificity as possible. To the smallest details, invest the time to set the crystal clear vision for your business. Use your imagination. It's not childish, nor a waste of time, to daydream and visualize your goals to know exactly what it feels like to have achieved them(as long as you are willing to take the necessary action). Know the exact feeling

of the experience as if it is already happening. Feel the exact overwhelming feeling of gratitude because your business is thriving and you are hitting all your targets and timelines. To practice this is to know exactly where you are going and already know what it feels like to get there.

When you have already gone through a vivid emotional experience in your conscious mind, your subconscious accepts it as an experience and does not differentiate between real or imagined. When you practice this visualization exercise consistently, this automatically elevates your perception, your belief, and your behavior.

“The only thing worse than being blind is having sight, but no vision.”

– Helen Keller

So let's summarize our first tip. See the end result, the vision. Know exactly what it looks like. Focus on that vision daily. Know exactly what you have to do daily in order to achieve it. Take action daily. Know exactly what it feels like to have achieved it. Focus on that feeling daily. Focus, not only with your attention, but your intention. What you focus on expands and

with faith and consistent action towards your vision, you will no doubt achieve it. It does not happen overnight, but every day that you do this, you will be helping yourself move closer to it.

If you are in business already, you have already reached a major milestone in the journey to achieving your vision. Taking action to launch or acquire a business is not the first step, and while it may be the most exciting, it can also be the scariest. (Making the decision that you will do it is first). So, if you have already put your fear aside to take the risk of starting a business, Congratulations! Venturing into uncertainty is no easy undertaking. Building a business or brand from nothing and making it into something substantial is an incredibly rewarding experience.

If you have been in business for 10, 20, 30 years, you are already doing the right things. Congratulations on the longevity you have already experienced. Keep setting grander visions.



2. COMMITMENT

Now that you can see it, you know exactly what it looks and feels like, and you know what you have to do daily to realize it, you must commit to achieving your vision. This may seem obvious, but not everyone who decides they will do something actually commits to it. Without commitment, goals become optional. Commitment is unwavering. Commitment requires sacrifice. Commitment means you will do anything and everything that is necessary to achieve the end result (without hurting others, of course). Commitment means you are willing to endure the pain and anguish that you will inevitably encounter on your journey to achieving anything substantial. Commitment can never be casual. Casual decisions and undertakings fade away along with the action to realize them. Casual becomes comfortable and comfortable does not push past pain and struggle. Comfortable gives up. Comfortable never wins.

As business owners, you know you will be placed in uncomfortable and unpleasant situations, and undoubtedly be stretched, not just from being pulled in so many directions while running your business, but stretched mentally, physically, and emotionally. You will encounter situations that will test your will, your patience, your hunger, and your faith. If you made a commitment to yourself that you will achieve your vision, there is only ever one action. Keep pushing. Keep your eyes on the prize and keep grinding. It takes grit and persistence and you have to be willing to get uncomfortable. Embrace the struggle. Where there is no struggle, there is no growth.

Commitment also requires patience and faith. If you keep doing the right things and taking action towards your vision, you can expect good results, but it will not happen overnight.

There is a story of the Chinese bamboo plant. Whether it is accurate or not, it is an inspirational metaphor for success in business and life. So the story goes, the Chinese bamboo plant does not grow steadily like any other tree or plant. Once planted, the bamboo farmer must

keep watering and fertilizing the seed, never seeing anything sprout from the ground for 4 years. Then, seemingly out of nowhere, the bamboo breaks the surface and grows at an astonishing rate of 2 feet per day, reaching heights of 90 feet in just 6 weeks. If, at any point, the farmer stopped watering the seed, it would never break through the surface of the ground. The bamboo farmer is patient and has the ultimate faith that his consistent effort will bring his goal to fruition, seeing no results for 4 years. That faithful consistent action eventually brought him a thriving bamboo with explosive growth.

You can see the clear correlation of this story to life and business. As exciting as it may be to see immediate results and experience instant gratification, it is important to understand that there is a gestation period from

the time the seed is planted to the time of harvesting the fruits of your labor. That span between the seed and the fruit is the consistent persistent effort. As with the Chinese bamboo, you have to continue to put in the work, fine tune your skills, hone your craft, give to the world, and

contribute to society through the work you do and the products and services you provide.

If at any time the bamboo farmer took shortcuts or decided that he didn't feel like watering the seed, or quit watering it entirely, the bamboo may never break the surface. You cannot expect results if you adopt a mentality of taking shortcuts. I am all for efficient action and, of course, with time and experience, things become easier. But, thinking that you can get without giving or bringing true value is a mentality that will never create longevity.

Commit to YOUR Chinese bamboo and keep watering it every day.

Without commitment,
goals become optional. Commitment is unwavering.
Commitment requires
sacrifice.



3. KEEP YOUR WORD

This is so important, not just in business, but in all aspects of your life and in your relationships.

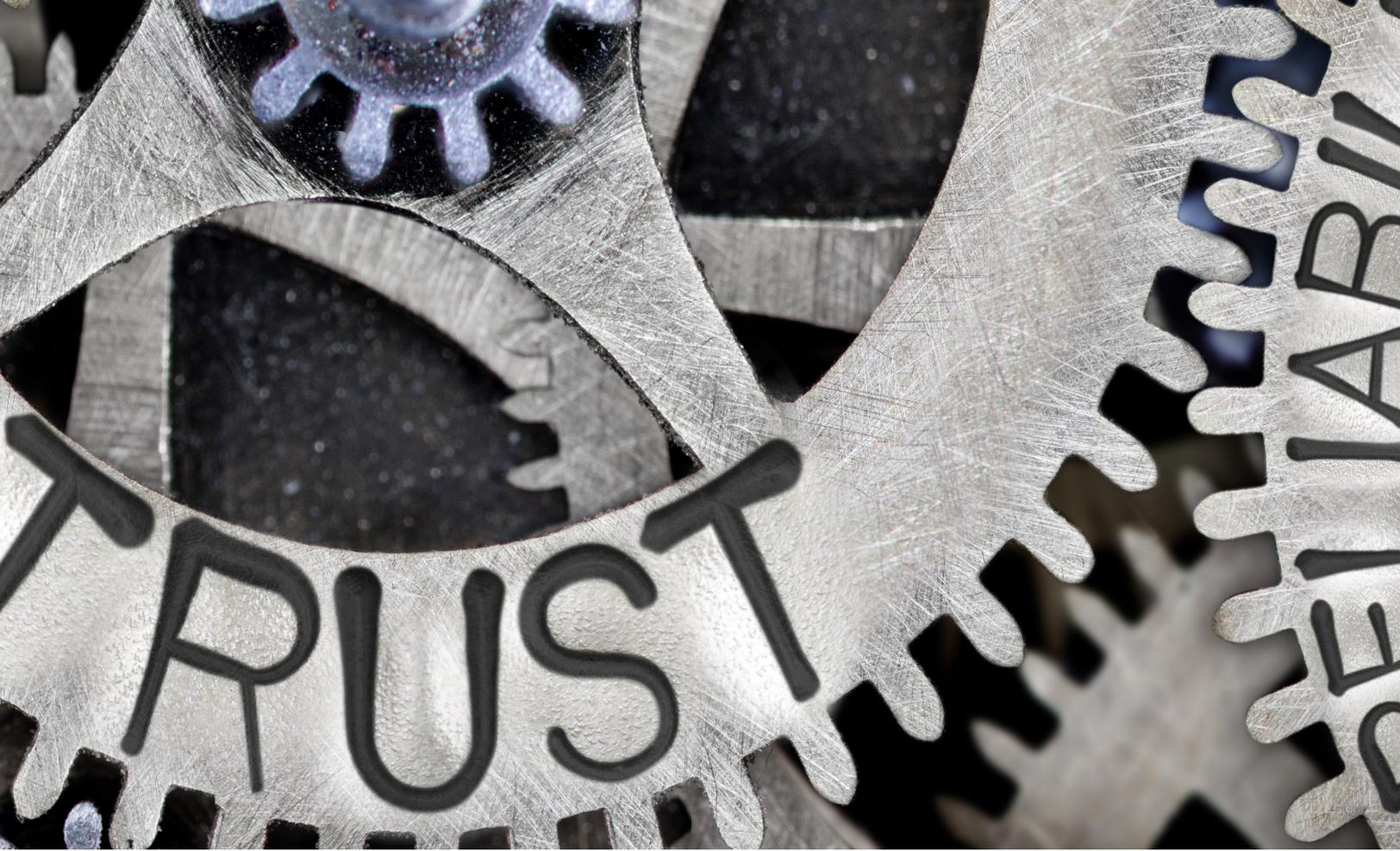
This aligns with commitment, but here I focus on following through on your commitments to others. Quite simply, if you say you will do something, do it. Follow through, no matter how big or small the promise. If you say you will call someone at 1p tomorrow, do it, on time. If you agreed to meet somewhere, do it, even if it means you have to go out of your way. If you tell a client you will provide a quote by the end of the following business day, don't forget. If you have an agreement with someone, follow through, even if you end up losing on it.

I can go on and on, but the point is this: Trust is critical for any relationship, business or personal. The "easiest" way to build trust is to do what you said you would do, consistently. OK, simple but not always easy. This not only builds trust and elevates the professionalism of your business, but makes the person

feel valued and respected. Consistent follow through on your words shows reliability and that reinforces trust. The reliability becomes expectation, which builds faith in you and your business. Your customers will enjoy doing business with you again and again.

The quickest way to lose trust, look unprofessional, and let your clients know you do not value them is to not follow through on your word.

Of course, things happen as life is riddled with delays and mishaps. How you respond and how you treat your clients, customers, vendors, associates, employees, etc. in those situations will make all the difference. Those are additional opportunities to show them how you do business and reassure them of why they should be doing business with you. If you will be late, call and give the person a heads up. Apologize. If you failed to provide what you promised, don't leave the person wondering what happened. Apologize and make up for it. Maintain good communication.



The quickest way to lose trust, look unprofessional, and let your clients know you do not value them is to not follow through on your word.

When you break your word, you make the person feel like they are not important. You make them feel dismissed, like they are a dime a dozen and can be easily replaced. You make them feel like you don't need them, nor do you respect them enough to deliver on what you told them.

In the course of running your business, you will no doubt encounter plenty of flakes: people who like to talk the talk, but will only walk the walk at their convenience or when it serves them. The more flakes you find yourself dealing with, the more you value the people that keep their word. The same goes for you as a business owner. Everyone you encounter while running your business will value and respect you when you keep your word consistently. But, more importantly, they will feel valued and respected.



4. UNDER PROMISE OVER DELIVER

Part of making sure you can always keep your word, is under promising. There is nothing worse than creating high expectations from a client and not being able to live up to them. I am not saying you should not present your products and services in the best light possible. If you believe in them, of course you should give the best representation of your business. I am saying you should never tell a client or potential client anything misleading or more than what you know is possible. I'm sure that goes without saying. If you plant that seed of expectation, your clients will look for that result. If you cannot deliver, don't plant that seed. If you cannot guarantee delivery, don't set the expectation of certainty.

It is always better to give your customers the experience of surprise when they got more than what they were expecting, rather than looking for what they were expecting only to be disappointed. That can be the difference between a happy repeat customer and a dissatisfied one-time customer.

With the policy of over delivering, comes the perception that good enough is not enough. If you run your business with this mentality, every product or service you provide will be exceptional.

You will find yourself seeking out ways to make them better and better. You will invest in the tools that will step your game up to higher levels. You will invest in yourself to develop the skills to be better at your craft. You will do more and take the time to make sure you are adding premium value to your customers. Every interaction with your

business will be enjoyable and hopefully, memorable. Your customers will feel the difference and appreciate the value.

PROMISE ONLY

**WHAT
YOU
CAN
DELIVER**

**THEN DELIVER
MORE THAN YOU**

- PROMISE -

5. ENJOY THE JOURNEY

Although much time has been spent on the vision and the earnest devotion toward achievement of that vision, it must be said that it is not only the final result that should be valued. When your vision comes to fruition through all your hard work, grit, determination, sacrifice, blood, sweat, tears, pain, suffering, missing out on free time, lack of sleep, missing meals, putting out fires, getting flaked on, and all the while doing it with a smile on your face, just remember one thing. Enjoy the journey.

Achievement of your vision is an amazing feeling. But to look back and see the person you have become through the entire experience of running your business and to see how far you have come is gratifying in itself. Fight through the challenges. Embrace the struggle. It is the hard times that make you appreciate the good times and the successes. If it were easy,

everyone would be able to call themselves successful entrepreneurs. When you have been through the fire and made it out alive, there is a great deal of fulfillment and pride that permeates your soul.

There will be ups and downs. It is definitely not fun facing unpleasant situations, but your perception will drive how you approach each challenge, as well as how you react emotionally. The bigger the obstacle, the more you will have to grow as a person or as an entrepreneur in order to get over or through it. I have always tried to remember this when times get rough. Some wise words from my favorite philosopher: “Do not pray for an easy life, pray for the strength to endure a difficult one.” – Bruce Lee

“ Do not pray for an easy life. Pray for the strength to endure a difficult one. ”

- Bruce Lee



6.

BRAND

Branding is very important for your business no matter how small it is. There are encyclopedias on the importance of this, but we will briefly cover this. Branding is a way to define and communicate your business' identity. Your branding can present your business' purpose, values, character, beliefs, style, who your target market is and how you differentiate yourself from your competition. Consistency is key. Your branding and brand message should be consistent across all your marketing platforms, your website, your packaging, and your promotional and print materials. Great branding makes marketing your business easier and more effective.

Your logo is what customers visually recognize. It can be a graphic, or simply a wordmark, where the letters of the name make up the logo. Colors should

be consistent. Logos can be extremely intricate or minimalistic. Tastes always vary, and opinions can be across the board, but your logo should be recognizable and memorable.

Your business tagline or slogan should be simple, memorable, and catchy if possible. It can be difficult to convey your value proposition to your buyers in a few words or even in one sentence. Try to focus on the benefit, rather than the feature. Think about how the tagline will make a customer feel when hearing it.

Your story is also part of your branding. When people can relate to your story, there is an emotional response that creates a connection. Every business has a story behind what the consumer sees.

BRANDING

Video marketing is an extremely effective tool to present your brand, and convey your business identity and tell your story.

A critical, but often overlooked component of branding is your core values. Your core brand values send a message to not only your employees, but also your customers. What your brand stands for, the culture, and the standards expected of its employees guide how everyone in the company conducts business. Every employee is a representation and extension of the business.

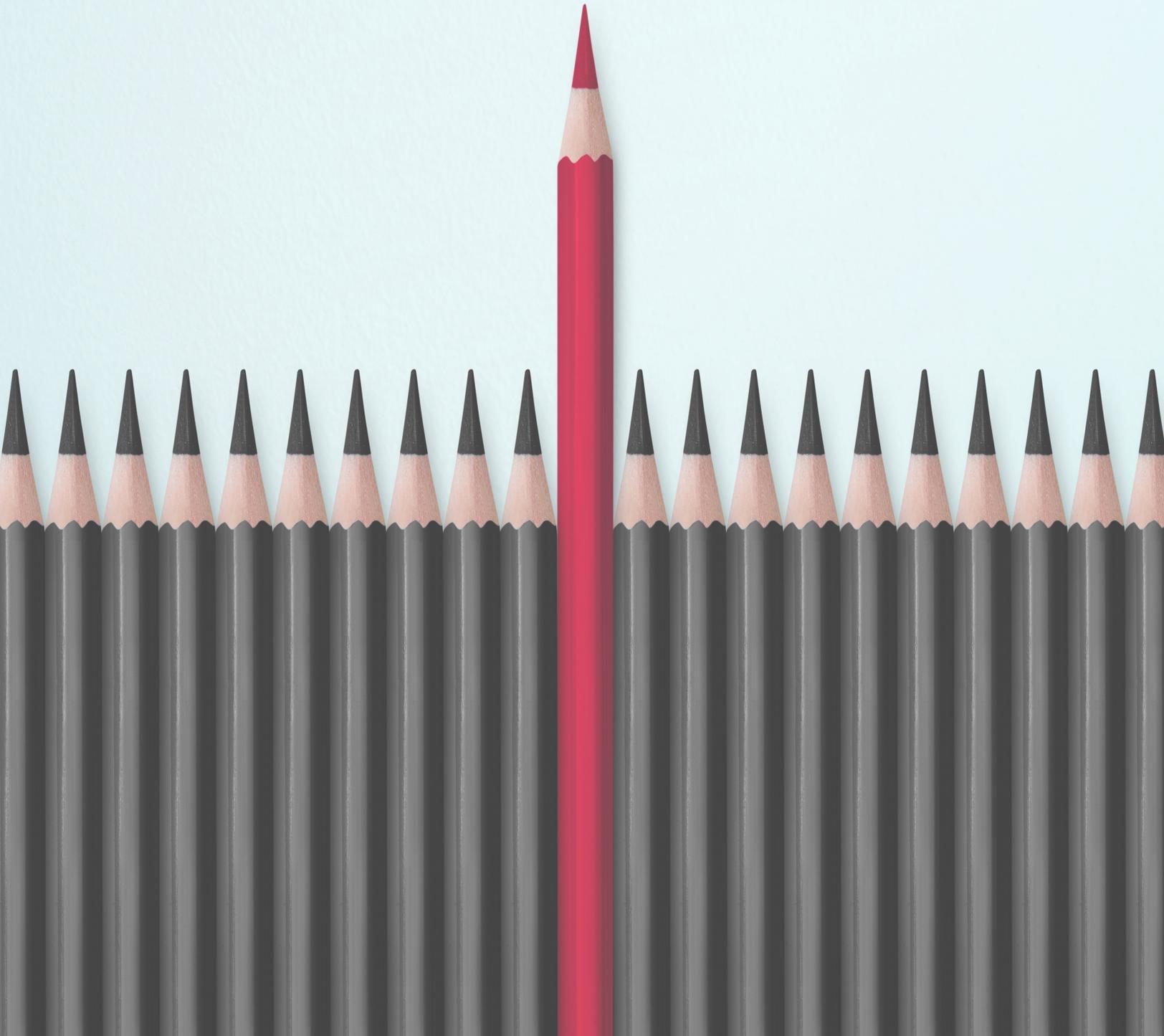
Your story and core values create the connection to your customers. Howard Schultz, the former CEO of Starbucks, stated,

“If people believe they share values with a company, they will stay loyal to the brand.”

Defining your business' identity should be a thoughtful process. What is your company's mission? What are the features, but more importantly, the benefits of your products and services? What qualities do you want your customers to associate with your business? What is the message you want to communicate to your customers about who you are?

This leads us to the next tip...

7. UNIQUE SELLING POINT



Define and Focus on your USP, your Unique Selling Proposition/Point. This is where you differentiate yourself from your competition. What is the factor or characteristic that sets your business apart from the rest? Some may think that their industry or type of business is pretty much like all the rest, but have you thought about why customers choose your business instead of your competition. It is not always as simple as convenience and location. How do you position yourself and your business to stand out from the crowd above your competition, so your customers will drive across town, passing your competition to get to you?

And to be very clear, your USP should not be something that your business should already be providing, like prompt, courteous, professional, accurate, reliable and quality service. Those are necessary for sure, but there should be more than just the basic needs that customers already expect from any business. It is also important to remember that people don't always buy strictly based on price. You never want to be the cheapest. Price is the single easiest thing your competition can duplicate. Exceptional service is very hard, but will set you apart from the pack.

Look at your business through the eyes of your customer. What makes them want to do business with you? What are you doing that solves or addresses their pain point better than your competition? What motivates your customers' behavior and buying decisions?

Take an honest outside look at your own business. This process can be very humbling, but eye opening. You can't see the picture when you are in the frame. It's always a good practice to change your perception and see things outside of your own eyes.

Ask your friends what they like about your business, but also ask them what they may not like. A lot of people may feel weird about doing that, but if you reassure them that there will be no hard feelings and that you are only looking to see your business from another set of eyes to see where you can make improvements to

the business, a good friend will be willing to oblige and it may reveal some things that you were oblivious to.

It may also give you great insights to where you can focus your efforts to develop or amplify what you are doing right, which could reveal your USP. And the best part about a genuine third-party perspective is that it is free. It did not come at the expense of a bad review on your Google Business or Yelp page.

A strong, well communicated USP will help customers quickly understand what your business offers and why they should choose you over your competition. Video marketing is great for communicating and presenting your USP to potential clients who are looking for your type of business and have to make a decision on who to work with or buy from.

A strong, well
communicated
USP will help
customers quickly
understand what
your business
offers and why
they should
choose you over
your competition.

A L W A Y S

S T A Y

H U M B L E

8. BE HUMBLE

A quote I reference often: You don't know what you don't know. This rings so true to me, so simple, and yet so deep. I understand this and try to always stay humble, no matter how confident I feel about myself or my knowledge on any subject matter. This keeps me open to learning from others, keeps me coachable, and keeps me growing and learning. I love talking to other business owners for this reason. When you think you know it all, you stay the same. There is always room for improvement.

For a new entrepreneur, this should come pretty easy because you are entering a brand new venture and are forced to learn as you go. You will never know all the challenges or struggles you may encounter before they come. The possibilities are endless. It is important to have a plan and you can try to be as prepared as possible, but knowing comes from experience, as hindsight is 20/20 as they say. If you have been there you know and you can feel more comfortable approaching new challenges with efficiency and calm confidence. But this comes with time.

Luckily with the internet today, answers and solutions to problems you may encounter may possibly be available at the click of a mouse. Search engines like Google and YouTube, or industry forums and websites provide tons of free resources from people who want to help and have encountered similar situations. You can even post your problem on a website or forum and complete strangers will chime in to provide their guidance and what worked for them.

You don't need to figure everything out yourself. It is ok to ask for assistance. Be open to receiving help. Learn from someone who has done it before and had success. Learn from those who have done it before and failed. Be open. Be Humble.

Seek out expertise where you lack the experience. If you have all the time in the world to spend learning new skills and trying to learn through trial and error, then by all means, sometimes that is the best way to learn. But as busy entrepreneurs, we know this is never the case. We don't have time to try to figure everything out on our own and as much as we want to believe we are good at everything, we also recognize that to be the most efficient, we need to delegate and put trust in others to get the job done right.

The school of hard knocks can carry a hefty tuition if you make big mistakes. Although you may learn big, this can set you back quite a bit, not only financially, but in time, which is really your greatest asset.

You don't know
what you don't
know.

Cut your learning curve and increase your efficiency by leveraging the experience and knowledge of experts, preferably proven experts who can show you solid results and performance.

Seek out experts who continue to invest in themselves and their companies to stay in the know and keep up with the latest trends, innovations and technological advancements in your industry. There have been plenty of times where I tried to resolve an issue using my own ideas based on my experiences which I thought at the time was good enough. But, upon consulting an expert, I soon realized there were better options available, which I never even knew existed, but so appreciated.



9. MASTERMIND & NETWORK

“It’s not what you know, it’s who you know.” “Two heads are better than one.” “Your network is your net worth.” I’m sure you have heard these cliché quotes before. Make no mistake about it, the benefits of building and nurturing your network are real and impactful. Developing meaningful relationships, both personally and professionally can greatly contribute to your success. And one of the best ways to do this is through a mastermind or accountability group.

Keep open conversations with other business owners in your industry. While every type of business is different, not all other business owners in the same industry have to be your competition. Try to keep an abundance mindset. Form alliances, and help each other

grow. You can push each other to do well, keep each other accountable, and learn from each other.

I am not saying you should openly give away all your secrets for success, or any proprietary information, but there may be some things you see your fellow business owners doing that is costing them money unnecessarily or maybe their pricing is well below the standard and they could be charging more for their products and services and still do well.

Having people to talk to and bounce ideas off of can take some of the weight off your shoulders. Two heads may be better than one alone when trying to resolve issues or problems. You can’t always see the picture if



you are in the frame. This is where your mastermind comes in.

Most people want to be helpful and if you are not their direct competition, they will probably be willing to share their experience and expertise and maybe some processes or best practices that have worked well for them. Just be willing to share your best practices as well and pay it forward to others entering your industry who are looking for guidance. I'm sure it goes without saying, you should not do this with the new business who may be your competition that opened right across the street from you.

Build a network or mastermind group with others inside and outside of your field or industry. You can always learn from others outside of your own expertise. They can bring different perspectives, experience, and skills that may complement your own. They can also bring valuable connections and expand your available resources.

Something to consider when forming your mastermind group: You never want to be the smartest guy in the room. While you will be bringing in your own expertise and value, try to connect with people who are smarter than you, more experienced than you, farther ahead of you, or where you want to be. Be humble and take notes.

Building your network not only provides additional lifelines if you need to phone a friend for advice, ideas, feedback, or insights, but also provides additional connections. So many times, the contact I needed was one person beyond my own network. Being able to tap into your network's network can prove to be most useful.

Leverage your mastermind group and network. Leverage the knowledge, the experience, the connections and the resources. Bring value and accountability. Help your partners solve problems, strategize, and reach higher levels than they can alone.

10. BE FLEXIBLE

“Notice that the stiffest tree is most easily cracked, while the bamboo or willow survives by bending with the wind.” – Bruce Lee

It is imperative to stay knowledgeable and educated in your industry in order to stay relevant. Stay in the loop. Build or join mastermind groups with others in your field. Join groups on forums relevant to your industry. Go to trade shows, seminars, meetups and conferences. Opt in to online newsletters and emails that provide current information. Invest in your education, which may be online programs or hiring consultants.

Seek out experience and expertise. This will keep you informed so you know what the future will bring and give you some lead time to formulate plans for how to adjust. Just because something has worked for you, does not guarantee that it will continue to yield you results. Technology is constantly evolving the way we do business and it would be foolish to assume that technology won't affect your business. You must be willing to adjust and adapt. Be flexible.

One of the greatest detriments to businesses is their inability to adapt to the changing business environ-

ment. Streaming services put brick and mortar video rental stores out of business, and the build your own personal pizza business model forced the traditional pizza restaurant to adjust and adapt in order to stay in business.

There are new trends and disruptive innovations that are changing every business industry. New companies are popping up daily with the purpose of resolving inefficiencies in current business processes. Taxi companies were forever impacted by services like Uber and Lyft.

Did you know that in 2000, Blockbuster Video had the chance to buy Netflix (\$150 Billion valuation) for \$50 Million? Of course, there is always more to the story and the timing has to be right. The point is this: It is always better to be in the know and stay prepared for the future. This will also make sure you recognize opportunities when they reveal themselves.

Luck happens when preparation meets opportunity. If you stay ready, you don't have to scramble to get ready. Keep your eyes and ears open and stay forward thinking to capitalize on opportunity and create your own luck!



Technology is constantly evolving the way we do business and it would be foolish to assume that technology won't affect your business.



11. THE INTERNET IS HERE TO STAY

The internet became publicly available on August 6, 1991. Nearly 30 years later, it is still going strong. Most people cannot live without it. It is critical to your business to accept this and stop ignoring this. Bill Gates said it best: “If your business is not on the internet, then your business will be out of business.” If a self-made billionaire gives you business advice, you might not want to disregard it.

Today’s youth are growing up in an internet-based society, and some will never know about pagers, Walkmans, phone books and Thomas Guides. What were once very useful tools, these have become vintage paper weights at a yard sale. The internet has made everything accessible immediately digitally on our smart phones. Today’s culture and society cannot function without the internet. It is where most people go for resources and research, but more importantly, it is where consumers go to find businesses they are looking for.

Let me give you 2 statistics that should scare you if you do not have a website: 97% of consumers go online to find and research local businesses and almost 1/3 of these consumers will not consider a business that does not have a website. **You need an online presence.** The more visible you are to potential clients, the more people you will be able to help. And it does not matter what industry you are in. **Businesses that neglect this will eventually perish.**

Social media is also very important to your business. You want to be where your potential customers’ eyeballs are focused. There was a time when the ideal place to capture new customers’ attention was the local newspaper, radio, and TV. Although those channels are still used today, they may not be appropriate for your target market. In 2018, 72% of internet users were active on social media, whether that was Facebook, Instagram, Twitter, or other websites/apps.

“If your business is not on the internet, then your business will be out of business.”

-Bill Gates

We recently attended the Digital Summit Marketing Conference and

came back with some eye-opening statistics that we will share here. I hope this will bring home the awareness that eyes are not only turning to online sources and social media, but more specifically on mobile devices.

- 1 Million new mobile social users are registered daily.
- There are over 2.7 Billion social media users across the globe.
- 200 Million Instagram users per day visit a business profile.
- 47% of Millennials state their purchase decisions are influenced by social media.
- YouTube videos on mobile outreach every TV time-slot.
- On average, people check their phones 150x daily.



12. REPUTATION IS EVERYTHING

More Specifically, your online reputation is EVERYTHING. Guard it as if your business depended upon it. One bad review, whether truthful or not, can make one or every customer that sees it decide to go elsewhere. There is a reason that websites like Yelp are the most highly visited sites before anyone chooses a particular business.

People want to know about the experiences others have had, with an understanding that opinions differ, and you cannot always please everyone. Usually, people are truthful about their experience, good or bad, and some only post for those extremes. More times than not, the reviews overall give a pretty accurate representation of the business.

Great reviews will make someone more open to trying a business out themselves. Video marketing is a great way to not only communicate your brand identity, but also build your own reputation through your own presentation. But you cannot rely solely on this. You must run your business with much consideration for maintaining a positive reputation.

You must run your business with much consideration for maintaining a positive reputation.

“ People don't care how much you know until they know how much you care. ”

- Theodore Roosevelt



13. CARE

Have a genuine care for your customers. A great quote from President Theodore Roosevelt that is very true: “People don’t care how much you know, until they know how much you care.” When you value your customers, you genuinely want them to enjoy whatever it is you are providing to them, and always want them to leave happier than before they did business with you. Your customers will feel this from you and you will show them through your actions.

Happy customers leave good reviews and continue to contribute to your great online reputation, which will attract you more people to help and serve. I am not saying the customer is always right, but you must respect their perspective and try your best to accommodate. It is very possible to turn an unhappy customer into a lifelong customer with just one response to their concerns. Consider your customer acquisition cost, as well as your potential customer lifetime value. These two metrics could put things into perspective

for you. You should also consider how that one bad review could impact your business.

Too many times I see business owners replying to comments on their yelp reviews bashing the customer publicly in an attempt to defend themselves. I can only imagine how they treated that customer while they were there. Not only do customers read the reviews, but they also read the responses to the reviews by the business.

Anything you post online will be a reflection of you and your business. You never want to look unprofessional. This should never be overlooked nor dismissed. Thinking that it’s only one customer and you don’t care if you lose them may be your true reaction, but to be thoughtful of your response is to be thoughtful to the person who came to your business and spent money.



14. WEBSITE IS A

There are still businesses that do not have a website, believe it or not. If this is you, please see tip #11 for inspiration to take action. I can understand the hesitations. Maybe you think that a business in YOUR industry does not need one. Or maybe you think it is too big of an undertaking. Or maybe you have not yet come to the realization that it has become a critical marketing tool for your long-term success. Hey, you have done fine without one, right? Or maybe you are too busy to make it a priority.

The reason does not matter. The results do. And the excuses are dwindling away with more and more ways to get your website up and running easily and for a minimal investment.

Any business that has aspirations of staying relevant and growing their business in today's dynamic environment, needs to know how to adapt to the changing technological landscape and understand how this affects consumer behavior.

A website has now become a business necessity. There are plenty of compelling statistics that show the benefits of having a website over not. Here we will briefly discuss a few topics about your number one marketing asset.

How many times have you heard someone say, "Do you have a website where I can find out more information?" There are so many different websites and apps competing for consumers' eyeballs and attention. Your website is the center of your online presence and the hub for all your other digital outlets and social media. Stay ready with one channel, instead of giving that person 5 different apps and websites where they can find you.

Your website does not have to be fancy or expensive, unless you really want to shine and stand out above your crowded competition. You must at the very least have an online presence, including a website, if you want to survive moving forward. We are in the digital age and you must adapt to changing consumer behavior.

Have you ever wondered why companies pay thousands of dollars for their website to be optimized to show up on the first page of major search engines for keywords relevant to their business? These businesses understand that in order to bring new customers in, they need to be found. And the most effective way to be found is to be first. To get your website on the first page of Google for your business's most relevant keywords will most certainly make you visible.



BUSINESS NECESSITY

Some Google fun facts: Google drives 96% of US mobile search traffic and there are an average of 63,000 Google searches performed every single second.

Consumers searching for a business online are looking for information and they want it yesterday. Attention spans are short and instant gratification is expected. They want to know the who, what, where, when, why and how about a company. They want to know what is being offered, clearly and to the point with ease of navigation and clarity of the buying process, even after a purchase is completed.

They want to know who they will be doing business with and will gauge your credibility and professionalism based on your website.

Your website can make you look like a \$5 company, or a \$5M company.

Your website content and design can and should reflect the creativity, passion, character, and personality of the owner, the team and the culture of the company. This is also where you dive deep into your USP to illustrate why anyone should do business with you.

Your website is the one place where you have full control over the narrative and message you communicate to the public.

Review websites like Yelp, or even your Google Business page allow for the public to add their opinion of your business and can alter your image, your reputation, and ultimately your revenues. While it is critical for you to maintain a positive reputation on these websites, you cannot rely solely on something you have limited control over.

As there are still many businesses that have no website yet, there are just as many businesses who have an unsightly website. I understand tastes vary greatly, but so many websites out there make the businesses look cheap and unprofessional. The look and feel of websites is constantly evolving, with better looking graphics, styles, layouts, templates, and effects.

The businesses that have a visually appealing design to complement great content, present a higher level of professionalism and project relevance and credibility.



15. VIDEO MARKETING IS

As businesses without websites are still behind in the race for digital relevance, the next trend, the current trend, has been brewing and shows no sign of slowing down. The same way websites have become a business necessity, so too will video marketing for your business.

increases click through rates on emails. Videos are great for educating consumers, explaining products and services, communicating your brand message, story-telling and showing your creativity, character and personality. It is no surprise that it is the preferred method of receiving and viewing content.

We all know that Google is the #1 search engine in the world. What most people do not know is that YouTube is #2. And for good reason. People can watch videos all day without taking a break. Video is versatile, engaging, easy on the eyes, and entertaining.

The search engines love video, if you know how to properly optimize the video for high ranking.

Usage of video marketing continues to rise every year, but that does not mean you are too late. In the next few years, every business will have a video or utilize video marketing in some way, OR get left behind. With that said, video presentations of your business, video ads, explainer videos, and video marketing are what's next, and more importantly, what's NOW.

Video is how most consumers would prefer to view content to learn about products, services, and companies. Video helps them make buying decisions. The search engines love video, if you know how to properly optimize the video for high ranking.

You want to be first in your market. We are still early in the growth of video marketing for small and local businesses. If your competition starts BEFORE you, they will be stealing potential clients FROM you.

Video increases conversation rates on websites and

SCRIBE

NOW



There will come a time WHEN (not if) you will be punished financially if you do not adapt to the way consumers view content. Right now, you can get a trophy just for participation. Meaning you get to reap the benefits that video marketing brings just by taking action now. The longer you wait, the further ahead your competition will be. BE FIRST, so YOU can be the one who will attract all the customers and leave your competition scrambling to keep up.

Here are some interesting statistics about video marketing:

- 80% of all digital traffic will be video in 2020
- 50% of internet users look for videos related to a product or service before visiting a store
- 95% of a message is retained when seen in a video
- Videos generate 12x more shares on social media than text & images combined
- Enjoyment of video ads increase purchase intent by 97% & brand association by 139%

YouTube videos on mobile outreach every TV time-slot.

I can site statistics and percentages, split testing results, and survey findings, but let's make it real and relevant to you. If YOU are looking for a certain type of business in your particular location or area, and when you searched, you came across a website for a business and a video for a business, which one are YOU choosing to click on? If you had a choice between viewing pictures of a business or viewing a video of a business, which one are you choosing? Would you rather read about a business or have the business presented to you via a video? Read a list of specs, features and benefits while looking at pictures of products or services, or watch an explainer video detailing all of those things for you, visually?

Most people would rather save themselves the eye strain of reading on a screen and conveniently watch the video every time. I hope this brings home the point that video marketing is critical for your business' lasting success.



CALL TO ACTION

If you made it through to the end, thank you. I truly hope you were able to pull something of value from this ebook that you can implement today to help grow your business. Everything I have written here, I do or have done successfully in my own experiences running multiple small businesses.

If you would like to learn more about our company and how we can help your business, feel free to visit www.marketboost.com. We aim to provide a huge amount of value upfront before you even become a client. You can email us at info@marketboost.com. We specialize in video marketing, offering different types of videos. Our standard direct-response videos are created for one purpose: immediate online visibility for our clients to compel potential customers to take action.

Be sure to ask about the 100% FREE marketing consultation and the FREE video we will create for your business. Also, we would be happy to share with you how we get our clients on the first page of Google organically, without a website, without pay per click advertising, and it's not your Google Business listing. It is immediate if you know how. Reach out to us to find out more information. Shhh, it's a secret, but we will let you in on it FOR FREE. And we can show you proof with businesses we have done this for.

Written by Greg Harada
Book Design by Korina Rangel & Jennifer Harada

EBOOK DISCLAIMER

The Author grants you ("User") a limit license to download this e-book in its original form.

You may distribute the e-book with written consent from the author, you must give attribution, to the Author.

User shall not use the e-book or any of its content as a free gift or part of any sale's products and services without written consent from the owner.

User acknowledges Author's exclusive rights in the e-book and further acknowledges that the contents are unique and original to the Author that the Author is the owner thereof.

The Author shall retain sole and exclusive ownership of all rights, title and interest in and to the Intellectual Property and to the licenses granted to User under this Agreement.

User acknowledges Author's exclusive rights in the e-book and further acknowledges that the contents are unique and original to the Author that the Author is the owner thereof.

The Author shall retain sole and exclusive ownership of all rights, title and interest in and to the Intellectual Property and to the licenses granted to User under this Agreement.