



Beauty Profits Marketing E-Book

Powerful Marketing
Strategies for Make-Up
Technicians, Beauty Salons,
Cosmetic Dentists & all
'Beauty' Related Businesses

About The Author – Leonardo Wood

After struggling in business for 20 years, I concluded that running your own business was supposed to be a struggle. Then I discovered some very simple marketing techniques that changed my business forever.

Having invested many thousands of pounds and many hundreds of hours researching the latest marketing information from the World's Leading Experts I have condensed some of this information into this guide to help you get the most from your business.

Whether you are a Make-Up Technician, Hairdresser, Cosmetic Dentist or any other 'Beauty' related business it makes no difference, if you implement the marketing strategies contained in this guide it will help you get more customers.

I now specialise in helping 'Beauty' business owners with their marketing and Internet marketing with one main aim.

To Help You Grow Your Profits.

Top Tips to get Customers into Your Business & Boost Your Sales

Lead Generation Advertising - Have you ever advertised in the Yellow Pages or local paper and wondered why you weren't getting any customers? It may be because your adverts are just like everybody else's and do not give the reader a compelling reason to pick up the phone or visit your website. Try offering something free like a survey, or a free report with information that is relevant to your business. This will be one way of getting interested customers to give you their details. Try some of these words in your advertising:- NEW, FREE, 7 TOP TIPS, SPECIAL OFFER ENDS, FREE SURVEY.

Online Marketing - These days you definitely need a website and if you haven't got one yet, you should at least get yourself listed onto many of the 'free' online business directories.

To find 'free' directories suitable and relevant to your business simply search online for the services you offer and you will easily be able to find directories where your competitors are advertising.

If you do have a website, one of the best ways of getting towards the top of the search engines for free is to get as many 'incoming only' links to your website's Home Page as possible. These links could come from your customers, suppliers, business directories.

Shows, Displays & Exhibitions - Your audience at these events are not there by accident. Your primary aim has got to be to get their details in exchange for offering them something free (Report, Advice, Survey etc). Selling at these events does not usually work, just get some details but remember; the follow up is the key.

PR – You are an Expert. You know more about your products and services than most other people so why not educate people and advertise yourself at the same time. Local papers and local BBC radio absolutely love people who are experts in different areas and will be willing to publish or feature you and your business. Try it; you will be surprised at how much free publicity is out there.

Your Goldmine, Your Existing Customers - Don't neglect your existing customers and don't expect them to call you every time they need something you offer. Keep reminding them you are there by email, phone, direct mail etc. In addition, could you be selling them something else relating to your existing business?

How to Write a Yellow Pages / Newspaper Ad that is Guaranteed to Grow Your Profits

I am writing this because the 'Yellow Pages Man' has just been to see me and I felt it was very important to share this information with you before you spend a whole heap of money on an advert that might be a complete waste of your money.

Like me, you have probably wasted thousands of pounds on ineffective Yellow Pages / Newspaper adverts. You may have advertised in the Yellow Pages just because your competitors are doing it, you may have based the size of your ad on the size of your competitors' ads and like me, you may have wondered whether your ads are working or not.

Here are some simple steps to help you get more from your Yellow Pages advert.

Try using some of the tips below when putting your next advert together, I am sure you will be happy with the results.

There is a myth that writing good adverts is a complicated task that can only be done by the experts. This is nonsense, anyone can write a great ad with the right tools.

Read on to find out how easy it is to write an advert that will out-perform your competitors' adverts.

Here are some key guidelines to writing a good ad:

- Benefits, Benefits, Benefits
- Use the Magic Word – You!
- Follow the AIDA principle

Benefits, Benefits, Benefits

When writing your ad, keep your readers in mind, they are only interested in themselves and what's in it for them. You could go on all day about the features of your product or service but what your readers really want to know is - how is it going to be of benefit to them. You may have 'state of the art' equipment or a 'whole team' waiting for their call, but what benefits do your products or services offer the reader. If it is going to speed up the process and save the their time, then tell them so, if it means the goods are going to last longer and save their money in the long run, then tell them so.

The reader is not interested in you, his only interest is - what is in it for me.

The Magic Word – You!

Using the word ‘You’ in your adverts will make the reader feel as if he or she is actually being spoken to by the person who wrote the ad, and when that happens the reader becomes more responsive to your ad.

Rather than just say something like “We have an outstanding customer service” say this “You will find our customer service to be outstanding”, this shifts the focus of the statement and your reader will begin to imagine the experience he is going to receive from you.

Remember – Talk to your readers, they are only interested in themselves, not you.

Follow the AIDA Formula

Attention

We are constantly being bombarded with information, adverts, letters and various forms of advertising. Your words need to be noticed on the page and the best way to get noticed is through your headline. Your readers will not have time to read all of the adverts on the page, what they will do is scan the page quickly for something of interest.

You need a headline that is going to grab the readers ATTENTION.

Try these in your headline – NEW... FREE... LATEST...

Interest

Once you have your readers’ attention, you need to get them interested in what you have to offer. This is best done by stepping into the shoes of your potential customer and coming up with copy that tells them how your product/service will benefit them.

Desire

The next step is to convert that interest into a strong desire for what you are offering. You need to really explain how your service will impact their lives. Imagine that you are reading the ad as a potential customer for the first time. How does it make you feel? Is it just interesting, or does it create a strong desire? Does it really paint a picture in your mind that says I want this product or service?

Action

Desire alone is not enough. Many of us read letters, ads, brochures etc. and plan to follow through, but never get round to it. Your ad must end with a strong call to action. Tell your potential customer exactly what to do, and ask them to do it now (e.g. Call today on... Visit the website now at ...)

Unleash the Power of Lead Generation Advertising

The following information could have a serious impact on the amount of people that contact you from your Yellow Pages, newspaper, radio and internet advertising. 99% of business owners know nothing about this.

Most small business advertising doesn't work so don't feel under pressure to spend loads of money on advertising when it isn't working. However, when it's done well, advertising can be worth its weight in gold as it can bring you a constant endless stream of new customers for hardly any effort.

One of the best forms of advertising is lead generation advertising.

What is lead generation advertising? – Instead of the traditional way of advertising, where you are trying to sell a specific product or service and the focus of the advert is just to get a sale, lead generation advertising is different. Rather than to sell your product or service, the purpose of lead generation advertising is to do just that - generate leads.

A lead is a sales term for someone who is a prospective buyer ie. someone who is interested in your product or service. It is a lot easier to generate leads than to get an immediate sale, which is increasingly difficult these days because everyone is under a constant barrage of advertising.

The best way of lead generation advertising is to offer anyone who maybe interested in your product or service something of interest to them for free in return for their contact details.

An example of a typical lead generation advert, that you may have seen, is from Centre Parcs who promote their resorts with TV advertising. The purpose of their adverts is to get you to request a free DVD. The reason for this is simply to get the contact details of anyone who is interested a holiday ie. You have to give them your postal address for them to send it to you. They are not saying "book this holiday now", they are saying "we've got something for you for free". They are doing this because they know that after measuring and testing, proportionally they will get significantly more people to request the DVD and subsequently become customers than they would get people to book a holiday straight away.

Lead generation advertising is great because it gets people to express their interest at no risk to them. It is very unlikely your competitors are offering anything free to potential customers. If you do this it will give you a great advantage over your competition.

All you need to do is come up with something relevant to your business that your potential customers would find interesting. This could be a free

report eg. if you are a Dentist you could write a report – ‘10 top tips to Improve Your Smile’

Other free items could be:-

- a sample of your product
- a free DVD or CD
- a free survey or advice.

There are many things of interest you could give away for free and there are no rules to this, it just needs to be of interest to your potential customers.

Areas where lead generation advertising could be used are:-

- Yellow Pages / directories
- Newspapers and magazines
- Websites
- Email
- Telephone
- Radio or TV
- Signage
- Direct mail

Try lead generation advertising, I guarantee it will seriously increase the amount of potential new customers that contact your business.

Seriously Increase the Amount of Visitors to Your Website

- 1. Search Engine Optimisation** - Don't overlook the power of the free listings on the search engines. One way to ensure a good result is to get as many incoming links from other websites as possible. You can get links from your customers, suppliers, and from free / paid directories.
- 2. Joint Ventures** - Team up with non-competitive trades and advertise your site on their websites, this will give your website a lot more coverage.
- 3. Offline Marketing** - Advertise your website at every available opportunity, on your signs, vehicles, adverts, direct mail, PR and business stationary. Try 'online only' special offers to drive visitors to your website.
- 4. Email Campaign** - This is great, and it's free. Send a series of emails to all of your customers highlighting different aspects or pages on your website, if you include the relevant links to the specific pages it will make it easy for your customer. Keep tabs on your website counter to see just how many of your customers visit your site.
- 5. Get on the Telephone** - Using the phone to direct your existing customers to your website can be very productive, if you have an good relationship with your customers they should be willing to spare a few moments while you talk them through your website.
- 6. Are you an Expert?** - Whatever business you are in you probably know more about your products and services than anybody else, if this is the case write some interesting articles about what you know and get them published in the local press or relevant magazine publications. Include your contact and website details.

If you implement all of the above strategies this will seriously increase the amount of visitors to your website.

Dramatically Increase Your Turnover with Quality Referrals

One of the easiest ways of getting new customers into your business is through your existing happy customers by way of word of mouth recommendations. This is also one of the cheapest ways of marketing your business, as it costs practically nothing.

Referrals tend to attract better customers who will stay with you for longer.

If you can build a referral system into your business this will help you to maximise the amount of referrals you receive.

Firstly, you need to make your customers aware of the fact that one of the ways in which you grow your business is by word of mouth referrals. You can do this just by mentioning it in your frequent communications to your customers by email, mail out or simply in a telephone conversation, and you will find that your referrals will increase. Just by mentioning in to your communications that you welcome recommendations would educate your customers to the fact that it is important to recommend you to anyone they think could use your services.

The second, more direct, and most effective way to seriously increase the amount of referrals you receive is simply to ask for them. Speak to your customers – ask them “Are you happy with our work?”, say to them “I need your help, would you be willing to recommend us to anyone who could benefit from our services?” “Would you be willing to give them a leaflet or business card” or “Could you give me their contact details and I will contact them direct”. This could be done by phone, email or by direct mail – if you don’t ask you don’t get!

Be pro-active - If you are already receiving referrals without asking for them imagine how many you would receive if you asked all your existing customers!

So, before you spend thousands of pounds on advertising - go get some referrals!

Become Great at Internet Marketing and Leave Your Competitors Behind

The Internet is huge and at times it can seem an impossible task to sit down and work out how you are going to use it to market your business.

Should you have a Website?

Should you email people to get new work?

Should you get your business listed on the many online directories?

Should you join FaceBook, MySpace or any of the other Social Media websites?

Yes, Yes, Yes & Yes.

Using any one of these forms of Internet Marketing alone could help you to get your message across and win new business. But if you get good at all of the above you could receive a constant stream of new customers to your business which is likely to dramatically increase your turnover and profits.

In very simple terms here's what you need to do:-

Attract highly qualified prospects to your website.

Obtain their permission to begin a relationship with them by giving them something in return for their contact details.

Your Website

It is surprising how many business owners still don't have a web presence.

These days you can get a simple, very effective website for less than it would cost for a small Yellow Pages advert.

If you want a serious advantage over your competitors you definitely need a website, here's 4 reasons why:-

1. Your Online Brochure - most businesses have used expensive brochures at some point. In the past, they provided a great deal of information in one handy booklet. But with a website, you get a live brochure that is available for anyone to see anywhere in the world at anytime of the day. You have an inexpensive 24-hour Salesman! And there is no limit to the amount of information you can include.

2. Expand Your Business - Reach parts of your target market that is unreachable through any other form of advertising, because they have migrated online and they have chosen not to do business with companies that do not have websites.

3. It's Expected - These days, for a business not to have a website is akin to using a typewriter to create your business documents. Your customers and clients expect you to progress with the times, and if you don't keep up, you will get left behind. The mentality today is “If they haven't even got a website, they can't be any good”.

4. Lower your Expenses – Your website will not only lower your marketing expenses, it is a customer and vendor relationship management tool to cut your customer support costs and improve your productivity through the use of online forms, newsletters, databases, calendars, etc.

The Internet has forever changed the sales and marketing landscape, for all businesses large and small. Having a website is now essential for all organizations to remain competitive.

Here are a few points to bear in mind about your website.

Keep it simple, clear and easy to navigate.

Get a professional to design it. Not your brother-in-law or friend.

Do not use too much flash. A static, fast loading website will out-perform any flashy website that takes ages to load, and it will cost a lot less.

Use it as a tool to begin a relationship, don't just try and sell, unless your site is an online shop.

Use it to let your existing customers know about other products you offer.

Your Email Strategy

When did you last get an email from your dentist or hairdresser?

Probably never, they are literally leaving money on the table.

We have all been guilty of not keeping in touch with our existing customers, you will be amazed at how many of your customers will forget about you or how many of them don't know about all the products and services you offer.

I promise that if you send an email to all of your existing customers once a month from now on it will have an impact on your business. You do not even need to try to sell to them every time. Just send a personalised email telling them about your website or just reminding them that you are there if they need anything or even an email just to thank them for their previous business will work a treat.

Give this a try, you will receive extra orders, at no extra cost.

Don't send boring e-newsletters though, they are old hat and nobody reads them. A simple text email without pictures always works best with a link at the end pointing to your website.

Online Directories

As I have already mentioned there are dozens of Free Online Directories where you can get your business listed and it is well worth getting your business on as many as possible. Simply do a search on Google for the service you offer and you will find out where other similar companies are advertising. One great thing about this is that you can usually get a link back to your website, which is going to help get your site noticed.

Social Networking

Having a page on FaceBook, MySpace, Bebo etc. is the latest way of advertising yourself and your business for free. Encourage your friends to join your group or leave comments on your page and get them to encourage their friends to check out your pages, before long you could have 100's or even 1000's of people checking out your services.

>>>>>>>>> Final Word <<<<<<<<<<

I seriously advise that you spend a few hours a week getting good at all of the above, this will without doubt go a long way towards helping you take your business to the next level.

If you make it a priority to get your Website, your Marketing and your Internet Marketing in order I am sure it will help you to dramatically increase your exposure, credibility and profits.

I am convinced that 99% of your competitors are not even aware of most of the information contained in this guide, if you implement the strategies and techniques outlined here you could soon be out-performing your competitors

If you have any questions about any of the above or if you want further information relating to other marketing techniques not covered in this guide visit www.beautyprofits.co.uk

Good Luck and Happy Marketing

Best wishes

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PS. Keep this information to yourself if you do not want your competitors to get hold of it. Otherwise, please give it to as many people as you like. ☺