



Prepare to catch the salmon!

10 top tips to market your way through a downturn

- 1. Don't panic, Mr Mainwaring!**
Keep the faith. ALL downturns eventually become upturns. Keep marketing yourself. No marketing skills? You can do more than you think...
- 2. Identify changes in behaviour**
What are your customers doing differently now? What do they need - right now - that your competitors don't provide? What niche products and services will meet that need - and how can you quickly adapt yours? You could diversify in ways you'd not previously thought of.
- 3. Build a mailing list and increase loyalty**
You have insights and knowledge that can help your customers in their day-to-day life and work. Why not share it, a little at a time, in a regular newsletter? At the same time you can promote particular products, services, offers and rewards.
- 4. Cross-sell and up-sell**
Make the most of your existing clients. They already love you! How else can you help them?
- 5. Maintain price and value**
Keep your brand image high. Avoid the temptation to discount across the board. Keep that for special promotions. Prepare to catch the salmon! The upturn WILL happen, and you'll be there waiting.
- 6. Get your website to do much more work**
Your website is a powerful part of your business, and you may be surprised how much more it could be doing for you to attract more 'A-list' clients.
- 7. Get the search engines to work for you**
Make sure your best prospective customers can find you quickly and easily on the web when they're searching for your services.
- 8. Use testimonials**
When people are being very careful with their money, positive endorsements from your happy customers will help new customers make faster purchase decisions.
- 9. Look for advertising bargains**
There are plenty out there because magazines need to sell the space. If your budget's tight, wait until shortly before publication and then negotiate a good deal.

- 10. Change your message**
Make sure your sales message matches what your customers need in today's marketplace. Engage people with a great headline, compelling reasons to buy and a powerful 'call to action'.

No copywriting budget? Then write it yourself!

No copywriting skills? Then learn them now!

Don't know where to start?

Then use this easy, step-by-step guide...

"Write Your Own Marketing Copy - NOW!"

Simply visit www.content-creation.co.uk and create a new sales message now!

It can be hard work having to write sales copy when all you want are more sales. This 52 page guide makes it easy. It shows you how to write sales letters, adverts, flyers - all sorts. Just model and adapt the examples, and use it over and over again.

"...well-written with plenty of examples - and organised in an easy-to-follow, step-by-step format..."

L Petersen, SGP Productions Ltd

The result is like a cash injection for your business, and you can pocket the profit! Now it's yours for less than the price of 30 minutes of a good copywriter's time.

What would a new stream of profitable clients mean for you right now?

Plus, yours FREE...!

"Around The Web In 80 Ways" - 80 action-packed tips to help you write great web content and get the most from your website.

Visit www.content-creation.co.uk now.

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