



# Get more Business

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If you are a small business owner, in fact, even if you have a medium sized business or large business, finding new business is always important. If you don't have customers and clients, you don't have a business. Below are some ideas to grow your business.

1. **Build your online presence.** You cannot really do marketing without going digital these days. People search on the internet throughout the day for information they are looking for. They search for products and services they want. They search for advice. If you cannot be found on the internet or at least social media, you are drastically reducing your chances of finding business. Even if you do get clients through approaching people and utilising your network, many prospects will want to check you out online before they finally sign up to do business with you. A strong and reputable online presence will give you credibility and give your prospects a sense of comfort in doing business with you. Below are some ways in which to build your online presence.
  - a. Get your business listed in online directories. These could be local business directories, industry specific directories, or general directories like the old "yellow pages".
  - b. Google allows you to list your business for free on "Google my business". Anytime someone searches for a business like yours, you want to show up.
  - c. Get active on social media. Have a presence and regularly post interesting relevant information to prospective customers. There are many social media platforms and you will need to think about what is best for your business. You also want to be monitoring how well you do with different forms of social media and different content.
  - d. Join online and social media communities. If you are in marketing, then join marketing communities (for example on Facebook and LinkedIn). Not only will you connect with others who can give you advice and suggestions, but often prospective clients will go to these groups searching for companies to do business with.
2. **Establish yourself as an expert.** If you want to get business, the prospective customers need to feel it is safe to do business with you. They will pick a supplier who in their opinion is less risky than others. One way to get prospects to feel comfortable doing business with you is to establish yourself as an expert in your field. There are a number of ways to do this.
  - a. You need testimonials. Referrals and word of mouth are powerful marketing tools. When someone else talks about how you helped them, other people tend to think

you are probably going to be able to help them to. When well-known and influential people endorse you, it is even more effective. People trust what others say about you more than what you say about yourself in your marketing and sales pitches.

- b. Blogs are a way to show case your knowledge and expertise. Content marketing matters these days. You can't just say this is what I do. You need to demonstrate you know your business, and one way of doing this is to write and share knowledge about information related to your products and services.
  - c. Where you can, name clients you have worked with. This tends to be easier with company names rather than individual names. If a prospective customer sees you have a history of working with good companies, they are more likely to choose you as a service provider.
  - d. Talk about the results you have achieved for customers. Or even better get customers to talk about results you have achieved for them.
  - e. Make use of YouTube and post video content to showcase your expertise.
  - f. On your website and on your social media business pages build an online portfolio of work you have done.
  - g. Get people to post good reviews on Google my business
  - h. Look for ways to be a speaker at conferences in your field, write in the media, talk on radio and TV.
3. **Doing business is about having relationships.** No one can have a business succeed if they are not concerned with relationships. Relationships are how we do almost everything in this world. People do business with people they like doing business with. People do business with those they know. People also are not that keen to change who they do business with unless you really don't deliver at all. They prefer to go with tried and trusted suppliers than take the risk of trying someone new. So, you want to build good relationships. If you need more clients, then attend networking events and continue to connect with prospects after the events. Another way to get clients is to consider partnerships and joint ventures with those offering complementary services and products.
  4. **Database of clients.** To some extent, out of sight is out of mind. If people don't hear from you regularly they can forget about you. You want to establish a database of clients (with their permission) and provide information on topics of interest, as well as new products and services and any specials you are offering.
  5. **Referrals.** Asking for referrals is a good way to get business. Some people have used this method to build an entire business or practice. If there are businesses that are likely to need to refer to you, then make contact with those businesses and leave them your contact details so they can refer their customers and clients onto you.
  6. **Cold calling.** Although not a favourite method with many, cold calling can still get you clients. If you can select the right leads to cold call, then it is likely to be more successful.

There usually are always people looking for your products and services. In any business you need to be out there so people can see and know what you offer. That means you want to target your customer segments as often as possible with messages of how you can make their lives easier and better. It takes time for your brand name to stick in the minds of consumers, so you need to continually keep working at putting yourself and your business out there. It takes time. But eventually you will be known. And if you are offering what people want, they will start coming to you and building relationships with you.