

## 101 Free or Low-cost Ways to Grow Your Business

1. Learn how to talk about what you do  
Don't just be a Financial Planner or Life Coach
2. Network with others at all times  
It's irresponsible not to tell people how you can help them, as long as you *can* help them
3. Get people to ask you questions about how you help your clients
4. Ask for referrals
5. Stay in touch with all of your current and past clients
6. Get testimonials from your clients and customers
7. Post pictures of the clients who give you testimonials on your website
8. Record video of the clients who can give you a great testimonial and post to your [YouTube](#) channel, website, and facebook page
9. Create your Unique Selling Proposition (USP)  
What sets you apart from your competition?
10. Remain top of mind at all times
11. Join [LinkedIn](#) and use it
12. Solicit testimonials from your clients, co-workers and others on [LinkedIn](#)
13. Write a press release
  1. Website launch, new addition to your team, office move, remarkable story, etc.
14. Update (or add) your [Google maps](#) listing
15. Find a [social media site](#) that pertains to your niche and become active (helpful) on it
16. Join relevant forums and position yourself as an expert
17. Befriend [radio talk show hosts](#) and become a guest on their radio show
18. Start a free weekly tele-seminar series
19. Comment on relevant [blogs](#) and leave your website URL in your signature
20. Submit your website to [DMOZ](#) and other search engines
21. Write "how-to" articles and submit them to [articles databases](#)
22. Submit or update your listing at [yellowpages.com](#)

23. Submit videos to the top 20 video sites:  
[Yahoo Video](#), [Atom](#), [Photo Bucket](#), [Crackle](#), [Veoh](#), [You Tube](#), [My Space](#), [VSocial](#),  
[Vimeo](#), [Daily Motion](#), [Motionbox](#), [Metacafe](#), [AOL Video](#), [Bolt](#), [Blip.tv](#),  
[ProsperityCast.tv](#), [Revver](#), [SelfCast.tv](#), [howcast](#)
24. Build a [Facebook](#) page for your business and stay active
25. Install [Google analytics](#) on your website
26. Start [tweeting](#)
27. Optimize your website for the best search results
28. Create your own [blog](#)
29. Exchange website links with partner companies
30. Stay consistent with your brand
31. Design good looking business cards and *use the back*. It's only \$2 more for [full color](#).
32. Barter with companies that can help spread the word about your business
33. Work with a journalist for free in exchange for media attention
34. Offer something for free and advertise that you're doing it
35. Post a free ad on [Craigslist](#)
36. Engage your clients with an interactive [website quiz](#)
37. Hold a contest. Give away donated items from partners that you can highlight.
38. Add an email signature
39. Speak at a chamber of commerce
40. Speak at churches
41. Make your customers feel special. They'll spread the word.
42. Create an [electronic newsletter](#) and stay in touch with your clients and prospects
43. Volunteer in the name of your business at local, regional and national charities
44. Help a [reporter](#) and gain press coverage
45. [Answer questions](#) and position yourself as an expert
46. Target a niche rather than trying to be everything to everyone
47. Get endorsements from credible people/experts
48. Join associations relevant to your target market
49. Thank those who send you referrals
50. Cross-promote with area businesses
51. Join a networking group such as [BNI](#)

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52. Write a column for a newspaper or magazine
53. Don't advertise unless you can stick with it for a minimum of 3-4 months
54. Focus 80% of your efforts on the 20% of your customer base that is most profitable
55. Tell your market who you are and what you do; don't let them assume
56. Remember your client's birthdays and send them cards
57. Send handwritten thank you notes
58. Call clients and prospects just to say hi and to check in
59. Capture leads and follow up on them
60. Sponsor a sports team
61. Open some time in your calendar and work with non-customers for free
62. Use powerful calls to action on your website and other marketing materials
63. Promote your website
64. Give something of value away for free on your website
65. Under-promise and over-deliver
66. Provide superior customer service and train everyone on your team to do so
67. Provide not what you think your market wants, but rather what they tell you they need
68. Be persistent in your follow-up
69. Survey your clients and prospects using [google forms](#)
70. Identify your target market and ideal client
71. Order reprints of media exposure and use them everywhere
72. Always return phone calls as soon as possible
73. If you use direct mail, send at least three pieces to each prospect
74. Emphasize the benefits of your product or service rather than the features
75. Become involved in associations and committees
76. Include free resources on your website to encourage revisits
77. Refer your prospects and clients elsewhere if you cannot help them
78. Offer a money-back guarantee
79. Create a board of advisors
80. Host a special event
81. Prove the value of your offering rather than displaying the price
82. Never pay full price when working with media outlets
83. Advertising on the radio generally works best during talk shows

84. Win an award and issue a press release
85. Send cards, but not in December - be different
86. Use [Google adwords](#) and pay only for the traffic that actually visits your website
87. Host an [online radio show](#)
88. Create a [podcast](#)
89. Treat everything that leaves your office as marketing material
90. Conduct seminars or workshops; paid and/or free
91. Use the phone more; don't hide behind your computer
92. Send referrals as often as you can
93. Ask friends and family to spread the word
94. Review the copy on your website; make sure it conveys who you really are
95. Use articles from other experts and let them know you're doing it
96. Donate your product or service to a charity auction
97. Become a [published author](#) - start with one page at a time
98. Optimize your website for search engines
99. Have a brainstorm session with someone ahead of you in business
100. Do something worth talking about
101. Market using [eBay](#) classifieds

### **Taking my own advice (see #65), here's a bonus**

Don't compete on price. I'm willing to bet that your quality and service is a lot better than what your competitors offer.

There's a dry cleaner that has a sign on the wall above the register. Here's what it says:



It's true, you can't offer all three in your business, nor do I think you should.

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Always remember this formula:

**Intention + Mechanism = Results**

This is how most businesses handle their marketing. The rep from the yellow pages offers them a deal and the small business is all over it. They sign the contract and then they're asked what they want the ad to say. The business owner is at a loss so they come up with something just to get it out. In the end, they're wondering why their phone doesn't ring.

This formula is backwards. Here's what you need to do.

First, determine the results you want to drive with your marketing (the phone rings or someone visits your website to request a free consultation).

Second, determine your intentions. What do you want to say to your target market to drive these results?

The last part of your marketing formula becomes determining the best mechanism to reach your market.

So the formula should instead read **Results + Intention = Mechanism**

Stick with the above formula and you'll have no more wasted marketing dollars.