

Entrepreneurs Circle's

SUCCESS STORY SWIPE FILE

Discover Over 100+ Swipeable Success Stories
From Fellow Entrepreneurs Which You Can
Swipe and Deploy in Your Business To Replicate
Their Results For Yourself

CONTENTS

Contents

• Offers	3
• Increasing Prices	11
• 90 Minutes	19
• Direct Mail	25
• Three Line Email	36
• Email General	47
• BombBomb / Video	54
• Premium Products and Exclusivity	64
• Follow-Up	67
• They Ask You Answer	74
• Providing Value	78
• Reviews / Testimonials	80
• Outsourcing	86
• Turn Up Like Nobody Else	88
• Google Business Profile	90
• Facebook Ads	93
• Neighbour Cards	105
• Category of One / Positioning	110
• Other	112

OFFERS

SWIPE #1

Mitch Powell

lloydhallmenswear.com

Mitch runs a successful wedding menswear business and ran a competition on Facebook targeting engaged couples offering the chance to win five free bespoke outfits, head to toe, including one pair of bespoke shoes for the groom.

One lucky winner received over £6k worth of clothes and all the other entrants received the runner-up prize of £200 off a suit.

To claim the prize they just had to click an email that said **“click to claim & we’ll call you”** - this means all phone calls are requested - so much easier for the team to do.

Mitch had over 50 people claim their runners-up prize which will likely be worth £40,000 - £50,000 for the business!

SWIPE IT:

Competitions are a great way to generate leads and sales!

Offering a prize related to your business/service helps to ensure that only your potential customers enter. And with a great runner-up prize for the leads that don't win you'll be able to convert your leads into customers.

Try it for yourself!

SWIPE #2

Steven Archer

adjuvogroup.com

Steven is the MD of The Adjuvo Group who offer a range of managed support services to the highways industry, including a vocational training centre, apprenticeships and much, much more.

Steven and his team are celebrating this week after receiving the final results of their annual, Black Friday campaign where they offer a massive 50% off their courses.

At the beginning of the campaign, Steven sent out an email to his existing list advising businesses of their upcoming offer. Once the offer went live, it was shared widely across all their social media platforms. Steven used only posts and relied on organic sharing and reach rather than spending any money on paid ads.

He posted about it in relevant Facebook and LinkedIn groups where he knew his target audience would see it.

The Results?

A cool £42,000 in upfront payments.

The biggest single order was £9.5K from one business.

Steven knows he has shaken up the industry with this offer and as a result, has gained 6 new business customers that usually use their competitors and lots of new customers willing to travel from further afield to their centre in Solihull for training (the savings obviously added up for them).

Awesome work guys. An amazing result and a great example of how limiting the frequency of your amazing offers and following up with your list can build anticipation and increase interest!

SWIPE IT:

What can you do to send ripples in your industry and shake up the market?

While Steven used a heavy discount, money off doesn't have to be your go to. Sometimes creating 'value-add' offers can be the way forward.

Try it yourself!

SWIPE #3

Polly Powell

www.5stepfunnels.com

Polly Powell helps businesses create impressive sales funnels, designed to generate more leads...

Last week, Polly ran a 24 hour flash sale to promote a digital product that she had written and sold once upon a time but had not dusted off in a while...

... She wrote three emails to her list of past customers and warm prospects, added a countdown timer to the emails using Nifty images and a similar timer on the landing page where the product was explained in more detail.

Within the space of 24 hours, Polly generated a whopping 38 sales!

Very little effort and a marketing spend of zero but a fantastic result!

SWIPE IT:

Do you have a product just 'sat on the shelf' that you've forgotten about? Why not dust it off and re-launch it?

Sending even just a few emails to past customers or prospects can be a great way to make new sales and adding a deadline with a countdown using a tool like Nifty Images is a fantastic way to get people to actually take action.

Try it for yourself!

SWIPE #4

Matt Eldridge

www.meltdesign.co.uk

One simple email lands Matt a whopping £22K!

Matt is the proud owner of Melt Design - a creative Web Design and Digital Marketing Agency which he founded in 2015. During that time, he and his team have **built hundreds of beautiful websites** for customers all over the world.

Matt is always on the lookout for new and exciting brands and business owners to work with BUT he knew that there was **a hidden revenue stream in his existing list...**

Matt looked through his CRM system and identified those that he had built a website for over 5 years ago - he knew there would be optimisation and enhancement work he could provide to those people to bring them bang up to date.

Matt emailed **32 past customers**.

It was simple, friendly, to the point and included **a fantastic offer** as well as a **deadline** to get the recipient to commit and make a decision sooner rather than later.

He also **included a video** in the email which explained the offering in more detail.

The results?

Matt had 7 people take him up on his offer AND 3 of those opted for a full redesign and re-build.

The total revenue from this single email campaign (that cost nothing other than a few hours of Matt's time!) **was a whopping £22K!**

Awesome result, Matt.

SWIPE IT:

Have you been in contact with your past customers?

It's much easier to sell your products and services to people who already know, like and trust you. Even if your service is traditionally a one off purchase, why not take a leaf out of Matt's book? Creating a new service or product that can be offered to past customers is a great way to get them

to spend money with you again.

Try it for yourself!

SWIPE #5

Offers

Michael Humphery-Smith

www.burnttoastsolutions.co.uk

A trade show triumph!

Michael attended his first ever trade show last week and is super happy with the results.

His business supplies branded merchandise.

The stand and cost to exhibit was just £170.

Their total sales 'on the day' were almost £2,000.

Michael came up with a 'show only' offer of 3 for 2 on clothing which went down a treat AND produced a colourful flyer with an online exclusive discount code to receive a 15% discount on all orders.

With one simple follow up email to those that had taken a leaflet, Michael generated an additional £650 in online sales

Not a bad return for a £170 investment.

SWIPE IT:

Deadlines are a great way to incentivise customers to make a commitment (and a purchase).

Try it for yourself with your next offer by adding a deadline date - and don't forget to follow up with some reminders!



SWIPE #6

Emma Mills

www.mi-pa.co.uk

From BIG losses and pandemic pandemonium to a **BEST YEAR EVER!**

Things got scary for Emma in March with the announcement of lockdown - two thirds of Emma's PA clients cancelled or paused their service. She had just 12 clients left!

Not one to bury her head in the sand, Emma continued to work tirelessly to deliver helpful content to her list of prospects and remaining clients... she also developed some kickass, online marketing campaigns that are the reason for her cracking comeback...

"Running targeted, deadline-driven sales campaigns and constantly communicating with our email list and customers and always looking for ways to support them further has really helped us to get back on track post-COVID"

As of June 2022, Emma and her

(now significantly larger) team are serving 106 PA clients - that's 220% growth on where they were in 2020 and they're now on track to achieve their best year EVER.

"We've focused massively on recurring revenue since the pandemic started. In August 2020, we had £34,000 of recurring revenue... we increased that figure to £63,000 a month in 2021 and £83,000 in 2022!"

Of course, this kind of growth doesn't happen without goals, deadlines and the ability to track them...

"We've simply broken down our bigger goal into bitesize monthly goals and used a scorecard to track our progress... the entire business has revolved around those figures and every single team member knows what we're striving for, how they can contribute to achieving it and what it means for them personally."

Simply amazing. This is one amazing story Emma. BIG congrats.

SWIPE IT:

What are the important numbers in your business that can help you and your team frive it forward? How many leads do you need to make one sale? How many sales do you need in a week to hit target? How many to grow your business?

Scorecards are a great tool to monitor the direction your business is heading, create goals and achieve results like Emma.

SWIPE #7

Offers

Sean Banning

www.linkedin.com/in/sean-banning

From factory work to Forex Trading and a record £3,000 week!

Sean stepped away from full time employment and left his job just 6 weeks ago!

In addition to his full time job, he had been doing night shifts in a factory to keep a roof over his family's head whilst also working tirelessly to build his trading and global Forex business.

After years of struggling to decide what his real passion was, Sean told us that he is finally happy in a career that he believes in and loves.

He's spent the last few months working diligently through EC Clarity and implementing all he can to ensure he got his business off to a flying start.

Sean attributes his success to date to having a real handle on his numbers and having a scorecard in place.

"Creating a simple and effective scorecard has made a huge difference to my business. I know exactly what inputs to focus on, which in turn, create the outputs I have set. I have so much more to learn and apply, but I know I am in the best business growth organisation I could possibly be part of."

And... it really is paying off.

Sean is celebrating having achieved a record week of turnover at almost £3,000 and is on track to achieve a cool £12K this month.

Well done Sean, we can't wait to watch as your Entrepreneurial journey unfolds...

It's great to have you here with us!

SWIPE IT:

Do you know the key numbers in your business?

By creating a Scorecard for your business and focusing on the key measures of success, you'll be able to quickly identify what needs your attention and what in your business is working really well. (That way you can do more of it!)

Try it for yourself!

Increasing Prices

SWIPE #8

Steph Smith-Rowles

www.peagreenphysio.co.uk

A review of Steph's pricing results in her BEST EVER August!

Steph is the proud owner of Pea Green Physio - she operates from two clinics - one in Bicester and the other in Cheltenham.

For the last few years she has been discounting her services heavily to attract new customers - working with hundreds of happy customers but at a really reduced rate.

In an attempt to increase her average customer value and attract those that were likely to spend more (rather than those looking for a cheap deal) - Steph reviewed her numbers and her pricing and subsequently, removed all discounted offers.

At first she was sceptical but the results have been incredible!

Steph achieved her BEST EVER August as a result of these changes AND increased her number of clients from 481 to 621!

Bravo, Steph!

SWIPE IT:

In some instances, price can be viewed by potential customers as reflective of the value of the service. Being the cheapest option may make people think your products or service are cheap and low in quality as well. This attracts a certain type of customer, who will never purchase the bigger value products

Try increasing your prices and see if you can entice a better calibre of customer.

SWIPE #9

Michael Coville

www.taxfortaxidrivers.co.uk

A best month ever and a business owner who is "living his dream"

Botty Rule Number 3: Residual income is a beautiful thing.

One year ago, Michael's business was 100% cash based... He had no customers paying on direct debit and spent hours chasing outstanding payments - that was until he heard Nigel talk about Botty Rule Number 3.

This week Michael told us that they've successfully introduced structured and tiered payment options, moved their hundreds of monthly paying customers over to direct debit AND have achieved their best ever month.

How?

In addition to re-working his

business model, Michael took a bravery pill and decided to increase his prices.

In doing so, Michael is now attracting higher-paying clients.

The price increase has had a massive impact on Michael's business who is now achieving a sizeable four-figure monthly revenue.

Michael told us:

"We increased our fees to existing clients and have increased our fees to all new clients... it's had a huge impact on the business. I am now living my dream - I have a profitable, scalable, saleable lifestyle business from this one simple strategy."

Much respect Michael!

We salute you.

SWIPE IT:

"But if I increase my prices, I'll lose half my customers!"

Exactly! The same amount of revenue from half the number of clients means you can start to GROW your business and attract customers who will pay your higher fees.

And much like Michael, you may find that all your customers stay with you at the higher fee. So why not take a bravery pill and increase your prices?

Try it for yourself!

SWIPE #10

Mitchel Powell

www.lloydhallmenswear.com

Mitchel is the owner of Lloyd Hall Menswear, a bespoke tailoring business that offers a unique experience and alternative clothing to the 'one size fits all' high street styles.

This week, Mitchel shared with us some incredible figures in the Members only Facebook Group after working his way through Nigel's how-to-guide on **Pricing**.

"Don't know how to write this in a modest way really.

Following Nigel's price elasticity theory we've implemented a whole new pricing culture over the past 18 months.

We have a good, better and best offering as well as a premium offering and No-Haggle pricing with built-in offers for multi-buys and quick bounce backs.

Looking at the first quarter of 2020 vs 2019 our average order value has gone up 74%. We took 13% more income from 38% fewer customers.

Go figure!"

This stuff really works. Have you looked at your pricing?

There's no better time than now.

SWIPE IT:

Can you add value to your existing products or services?

Creating different packages as well as increasing the prices for existing services can add money straight to your bottom line.

Try it for yourself!

SWIPE #11

Jo Bonser

hcsuk.co.uk

Jo puts up her prices and achieves her best year ever!

Jo provides services to the NHS... She's been doing this for 33 years BUT recently found she was **working harder than normal to convert her prospects.**

She was **working tirelessly on quotes** and spending hours trying to convince her prospects that she had the best product and service to help with their issues BUT it just wasn't working...

She sought the help of her EC Local Meeting group and together they **pulled apart her pricing and offering.**

Since then, Jo has introduced a **three tier pricing structure** giving her prospects options rather than just one simple flat fee.

AND... has also introduced a pay as you go style system for those that prefer not to sign up on a contract basis.

The results?

Her best year ever!

Jo is now converting new customers at an incredible rate.

Some of her current customers are **now paying DOUBLE** their previous fee having been presented with more options.

AND... not one customer complained or turned down the price increase.

The cost to implement this?
Nothing!

SWIPE IT:

Can you add value to your existing products or services?

Creating different packages as well as increasing the prices for existing services can add money straight to your bottom line.

Try it for yourself!

SWIPE #12

Wendy Molloy

whi.co.uk

Over the last few years, Wendy has helped hundreds of people create beautiful and stylish homes - working with her clients from initial design stage right through to completion.

Having worked closely with her EC Coach over the last few months, Wendy took a bravery pill and decided to increase the cost of her initial design consultation.

Priced at just £150, Wendy thought she would get a flurry of customers eager to go ahead and work with her to turn their dreams into reality.

BUT... quite the opposite was happening.

In pricing herself quite significantly lower than her competition, Wendy was turning people off who perceived her offering as cheap and therefore believed she wouldn't be as good as those who were more expensive.

So... the once £150 design consultation was increased to £500. And guess what?

She's busier than EVER and has more money in her back pocket than ever before!

Here's what Wendy had to say:

"I've positioned myself at the top of my game and by increasing the cost from £150 to £500 - I'm inundated. I struggled to get business at £150 but now it's more than trebled to £500, I've never been so busy and I don't know which way to turn!"

Obviously the people who know what fees to expect from an interior designer weren't coming to me as they thought I wasn't up to scratch due to low fees!"

WOW. A lesson in pricing for us all - that being the cheapest isn't always the most clever nor profitable option.

SWIPE IT:

Positioning yourself based on price can be a journey straight to the bottom. If you price your services too cheaply, potential customers might interpret that to be reflective of the quality of your work.

Try increasing your prices with potential customers and see if you can increase the quality of your customers and your revenue

SWIPE #13

James Martin

www.gainmoresolutions.com

James is a super-successful and well-established business coach, helping business owners to increase their sales and profits by implementing fast and practical marketing solutions.

He has MANY success stories but his most recent is an example of how taking a bravery pill and **increasing your prices can pay dividends.**

James' client (a specialist healthcare company) enlisted his help to attract new customers but James **spotted an opportunity that would increase their bottom line without needing to spend any money at all!**

He worked closely with them as they implemented a price increase to current customers on a specific service plan and with very little backlash, its been a roaring success...

So much so that they're thinking of implementing this company wide.

The tweak in pricing will result in **a net profit increase of a whopping £330K** for the year!

£330K return with a spend of zero...

that's what we call - a result.

Well done James.

SWIPE IT:

Don't be afraid to increase your prices with your existing customers. Not when there's such a big payoff with little to no risk for your business.

Take the bravery pill and try it today

SWIPE #14

James Tunnell

www.nurserynook.co.uk

James wishes he'd done this sooner...

James provides training and consultancy to nursery practitioners around the world.

He knew he was worth more than what he was charging but in his own words, was **"terrified" of putting his prices up.**

When his latest prospect asked for a quote for some support, James took a bravery pill and **doubled** the cost of his services.

"I was asked about some coaching and quoted my increased rates (with a lot of trepidation)".

The results?

James landed the client and his **£6000 invoice was paid immediately!**

Not only will this **add thousands to James' bottom line** and has helped **enhance his credibility and positioning** but will also ensure he's only working with those who are serious about improving their practice - a dream come true for James.

SWIPE IT:

It's time to take the bravery pill. Increasing your prices can revolutionise your business and more often than not are met with no resistance at all.



90 Minutes

SWIPE #15

John Foster

www.linkedin.com/in/john-foster

Having attended his first Local EC meeting and made the commitment to do his **90 minutes**, John is storming ahead and **ticking things off his to-do list** that have been lingering for months...

Now working **ON his business rather than IN it**, John has made a few significant and positive changes that have resulted in **brand new customers**.

The first... he has made a **BIG shift with his messaging**... instead of referring to himself as 'just another' business Consultant and using stereotypical business jargon terms that were difficult to understand, he now has a clear message which resonates with his target audience.

He's a Business Health Coach - **"looking after the beating heart of your business"**.

Secondly, John has ensured that he uses his 90 minutes to **produce valuable, helpful content** that he shares on **LinkedIn**.

This has done wonders for his **credibility** and John is now **recognised as one of the country's leading authorities** on streamlining production processes!

He's **picking up speaking gigs all over the UK** from some of the largest manufacturing companies - all because of his valuable content and **posting regularly**.

SWIPE IT:

It's time to stop working **IN** your business and spend time working **ON** your business.

Creating 90 undeterable minutes every day where you can focus on the big things to move your business forward can be an invaluable tool. It gives you time out of the day-to-day and allows you to focus on what's important.

Try implementing it today!

SWIPE #16

Karen Walker

www.roastdesigns.co.uk

The results of implementation give Karen her dream life...

Karen makes stunning, modern and bespoke blown glass chandeliers.

Her business is **over 15 years old** but only in the last year did Karen realise she needed to **stop working IN the business and spend more time working ON** the business.

She needed to free up some time to make strategic decisions and implement marketing strategies rather than being focused on the day to day tasks.

Working alongside her EC Coach, Karen has:

- **Implemented the 90 minutes and now has time each day to work ON not IN**
- **Learnt how to successfully delegate tasks and let go of the things she thought only she could do...**

- **Mapped out her full customer journey and re-worked her internal processes making everything seamless and customer-centric**
- **Started to collect reviews systematically to enhance her credibility and trust**
- **Made some strategic partnerships that will allow her to collaborate with other design based businesses offering complimentary products**

The results?

Karen got clear on her numbers and knew she needed an extra **3-4 orders per month to live her dream life** - with a monthly revenue target of **£25K...**

She's absolutely smashed this target and is on track to have her best year yet!

SWIPE IT:

No email. No phone calls. No distractions.

Setting aside 90 minutes each day to work ON your business rather than getting stuck in the day to day can TRANSFORM your business. Just like it did for Karen.

Try it for yourself!

SWIPE #17

Clare Froggatt

www.makeabrew.co.uk

Despite having setup her branding business just before the pesky pandemic hit, Clare has plenty of success to share...

"I won the Barnsley Local Entrepreneur of the month award last week and I'd like to share my success story with the rest of the EC..."

Make a brew is approaching its 3rd Birthday in March and thanks to the EC's 90 minutes a day (that I have been doing everyday for the last few months) I have made 2022 my best start to a year yet!

In the first 2 weeks of the year I have brought on SIX new clients...

I will have my best sales month EVER in January - doubling my previous best month - quite amazing given Dec/Jan/Feb have usually been my quieter months.

The quarter is set to be my best performing ever.

I have never had such a better grip of my numbers, a clear direction of my targeting and workable KPI's that mean something to me - I put all this down to what I have learnt and implemented since becoming a member of the EC in 2021."

Amazing success Clare.

Here's to your best year yet...

SWIPE IT:

Try it yourself!

Spend 90 minutes every day focusing on the things that will move your business forward.

That's seven and a half hours a week dedicated to the big things rather than the day-to-day.

SWIPE #18

Paul Phelps

www.solentpower.co.uk

Paul celebrates a string of best EVER months!

Paul's new year's resolution was to make sure he **implemented his 90 minutes**.

He loved the principle of **spending 90 minutes each day to work on the 'big stuff'** in his business, rather than getting stuck into the day-to-day tasks without any focus on growing the business.

This week, Paul is celebrating having **reviewed his numbers** and realised just how far he's come since forcing himself each day to do his 90 minutes...

"I'm literally in my 90 minutes now and reviewing my numbers..."

I knew this year had started well but I didn't realise just how well...

Revenue increased by over 200% quarter on quarter!

Average order value increased by over 100% quarter on quarter.

Year 3 revenues will be 4-5x our first year!

Tonight I am feeling very proud.

Thank you to everyone for your support and help on this journey."

Simply amazing. You should be very proud Paul.

Small hinges swing big doors.

SWIPE IT:

When your spending time focusing on working **ON** your business (rather than getting stuck working **IN** it) you can see the big picture and focus on things that will move your business forward.

Like creating new offers or developing new services. Creating marketing campaigns that will generate new leads so your business can grow. Try it for yourself!

SWIPE #19

Jodene Lambart

sheisbeautysalon.co.uk

Smashing targets and records!

When Jodene first joined Entrepreneurs Circle 11 months ago, her average monthly turnover was £1,500.

Needless to say that's changed! Jodene has officially won the title of EC **Implementor Queen** with the amount of hard work she's put into working **ON** her business this past year.

She first started by carving out time each day for her 90 minutes. A period of time each day where Jodene is **UNDESTRUCTIBLE** and can spend time working **ON** her business rather than **IN** it. Focusing on the essential things that will move her business forward.

During her 90 minutes she has:

- Created and started using a **Scorecard**.
- Optimised her **Google Business Profile**.
- Sent out the **three-line email**.
- **Raised** her prices.
- **Implemented KPIs** for her staff.
- and more...

All this has meant that in the month of May, Jodene and her team have smashed their targets and had their best month ever, **turning over £6,000**. In 11 months she's more than tripled her monthly turnover!

We think Jodene definitely deserves a glass of wine to celebrate with this evening.

SWIPE IT:

Why not take a leaf out of Jodene's book and create a 90 minute session each day where you are locked away and able to focus on the things that will grow your business.

Try it for yourself!

Direct Mail

SWIPE #20

Phil Coleman

www.barlowblinds.com

Dazzling direct mail costing £189 generates an £8467 order!

Following the **EC's Printing Profits Masterclass** in May, Phil has been busy putting together a direct mail campaign for his window blinds business.

He created a double sided, full colour leaflet designed specifically for schools and popped them in a **handwritten, coloured envelope**.

They cost £189 (including postage) to send out.

Within a week, Phil had **8 phone calls** and had booked 2 appointments to go out and measure up.

So far, he **has made 1 sale with an order value of £8467!!**

He still has all his **follow** up to do and is confident that he will scoop some more sales.

Not a bad return on investment, eh?

SWIPE #21

Mark Hilsden

markhilsdenartist.co.uk

Mark is a great artist specialising in architecture and house portraits.

In an attempt to drum up some business after a relatively dry spell during lockdown, Mark created a beautiful brochure which he sent out in the post to a cold audience of 78 people.

Within three weeks of the brochure landing, Mark received 3 enquiries.

2 of which have resulted in sales worth over £8,000!

The brochures cost just £330 to send (£4.20 each) so the return on this investment is a bloody good result!

Mark has seen the power of direct mail and is thankful of the spare time he had during lockdown to create an amazing marketing asset that he can now rinse and repeat!

He will be sending out another 78 brochures in the next couple of weeks as well as following up with those that never got in touch.

Direct mail really does work.

What could you send out to your prospects?

SWIPE IT:

Creating a list of your ideal clients and then sending them a tailored Direct Mail campaign can give you the opportunity to create a little WOW! Factor with your marketing materials!

Having done his research ahead of the campaign to ensure each recipient was his ideal customer. Mark added a hand written note with his brochures adding a personal touch with each potential client.

Try it for yourself!

SWIPE #22

John O'Sullivan

promotive.biz

John is the owner of Promotive - one of the largest independent BMW and MINI specialists in the country.

This week, John shared with us his latest success with a simple direct mail campaign, proving that there is still life in print - it most definitely is NOT dead.

John created some flyers which advertised all his services - they cost £400 to print.

He identified 1,000 local homes which owned a BMW or MINI, delivered them through the letterboxes and awaited the results...

In a matter of days, John received 12 bookings worth a whopping £5,000!

In light of the success, John got another 1,000 printed and repeated the process.

Yep, you guessed it... More bookings, more sales, more cash in the bank!

Thousands of pounds in sales from not even a thousand pound spend?!

That's what we call... a RESULT!

SWIPE IT:

Doing the hard work that makes the selling easy.

Instead of blanketing the whole of his local area with flyers, John made sure they went to the RIGHT houses. This meant his flyers were relevant to the occupier (and less likely to be thrown in the bin) which helped increase his conversion rate!

Try it for yourself!

SWIPE #23

Donna Walker

www.aromaticanswers.com

When lockdown hit, Donna's doors were forced shut.

She worked tirelessly to **remain in contact with her very loyal customer base** by sending emails and updates on social media.

When Donna was finally able to commence hands-on therapies again in April she decided to **do something a little different...**

Donna wrote to a couple of hundred past clients as **her diary was empty.**

Following the EC's advice on direct mail, she used **a brightly coloured envelope, a stamp** (as opposed to franked mail), a **handwritten address** and **included something 'lumpy'** (an air freshener scented with aromatherapy oils that were personal to each client! - nice touch.

The results?

Donna's diary was **booked solid for the following 6 weeks** AND her monthly revenue increased by a huge 300%!

Since then, Donna has been inundated with repeat bookings and referrals which has kept her super busy over the last few months.

Well done Donna. Amazing work. Direct mail at its best!

SWIPE IT:

Introducing a new service? Trying to increase your bookings?
Maybe you're looking to upsell your services.

Leveraging your relationship with existing clients to add a personal touch to your mail campaigns adds that feel good factor (and creates sales).

Try it for yourself!

SWIPE #24

Sean O'Shaunnesy

Essay Photography

Sean runs a successful photography business... his preferred clients are school teachers who are **notoriously difficult to get in front of**.

So...

Taking some inspiration from the EC's love (and success) with using **direct and lumpy mail**, he put together a **parcel of goodies** that was sure to land on the desk of the decision maker.

Sean's direct mail box included **his sales letter and a chocolate bar**, lots of super useful collateral and images of his work, testimonials and case studies, as well as an **example of the beautiful wall art** that the school could order for themselves.

Sean **delivered 20 boxes** and has **already converted 3 of those** that were amazed at the unique approach and effort that went into the parcel.

It really helped him get a **'foot in the door'** and build a **rapport with the gatekeeper**.

Awesome.

SWIPE IT:

Customers get mail everyday. But it's not every day that a basket full of goodies arrives - giving them something to munch on and share around the office while they're reading your sales letter.

Stand out from the crowd and do something a little different with your direct mail campaigns.

Try it for yourself!

SWIPE #25

Steve Hutton

www.vantageindustrialequipment.com

Vantage Industrial Equipment are a distributor of engineering products and engineering services - they provide help and solutions to all sectors of manufacturing industries in the West Midlands and beyond.

Despite an **incredible reputation and an extremely loyal client base** which has been built on years of world class customer service, Steve knew he needed to do more to **get in front of his target customers...**

...taking inspiration from the EC Vault, he created a **direct mail campaign**.

He sent out the direct mail to 100 potential customers which included **a letter in a handwritten yellow A4 envelope** (with postage stamps rather than franking the mail).

The envelope also included a car air freshener and a tiny squishy rubber foot - the headline read **'We want to get a smelly foot in your door'...**

... and it worked!

Within a couple of days of sending out the first batch of 50 letters, the phone rang, it was a hot prospect who was impressed with their **unique and creative approach** and they **set up a meeting**.

Since that initial meeting, the customer has **spent 70K in 6 months!**

They are now one of Steve's **top 5 customers** and the business from them is growing as he is continually adding more products and services to his portfolio.

Proof that direct mail is not dead!

SWIPE IT:

People LOVE getting mail! But by going that extra mile and doing something a little different you can be sure to make a positive first impression.

Use stamps instead of franking to make it look more like a personal letter or parcel. Use brightly coloured envelopes so it's the first thing that draws their attention. Add something 'lumpy' like treats (or in Steve's case a squishy foot) to get your prospects talking in the office.

In other words, stand out from the rest! Try it for yourself!

SWIPE #26

Jan Baker

www.aromaoilslimited.co.uk

A 310% ROI from a simple leaflet drop...

When Jan realised that **a local competitor had undercut her pricing** by quite some margin, she was inspired to take action and **ramp up her marketing efforts**.

She knew that the reducing her price and getting into a price war was the wrong thing to do... she had a real handle on her numbers and decided that she would stick to her guns, **maintain her pricing structure** and continue to spend on marketing to attract new customers that weren't price driven.

She advertised at the local cinema, in local community magazines and also put together **a simple leaflet**.

The leaflet cost Jan **£170 to have printed**.

She **delivered them to 2,000 homes** in her local area.

She made sure they had **a tracking number and a dedicated email address** so she could measure whether they worked or not.

Within a couple of weeks, Jan gained **6 new clients** directly from this campaign worth in excess of £700.

That's a return on investment of over 310%!

Ker-ching!

SWIPE IT:

How do you know if your direct mail or leaflet drops are Working?

Adding trackable elements to your mail campaigns, such as a dedicated phone number, email address or landing page can help you to know - rather than guess - if your campaigns are working.

That way, you know whether or not to do them again! Try it for yourself!

SWIPE #27

Ian Prowse

www.ianprowse.co.uk

Dazzling direct mail lands biggest booking EVER

Ian provides party planners and venues up and down the country with photo booths and is celebrating this week having taken his highest value booking - EVER!

He recently took a bravery pill and **increased his prices** and since doing so, Ian has noticed that he is **attracting much higher profile and higher value clients**.

In addition to increasing his prices, Ian has also implemented a **super successful direct mail campaign** which consists of;

- A beautifully designed wedding brochure
- Photo prints from recent weddings
- An animated photo print
- A handwritten and personalised postcard
- ... all of which is sent in a bright coloured envelope of course!

The results?

His average booking value has **increased by almost 50%** in the past few months and it's also made his **sales process much easier** as he is no longer chasing and spending his time **following up with the many 'tyre kickers'** he had on his list that never converted.

Some **'simple to implement'** tactics that have made a HUGE difference for Ian.

SWIPE IT:

Increasing your prices can do a number of things for your business. Attracts a higher quality of client that is willing to pay for your services at the new price point. Increases your order value. And allows you to spend a little more to impress potential clients!

Try it for yourself! Take the bravery pill and increase your prices.

SWIPE #28

Aarti Parmar

www.extravaganza.uk.com

Dazzling direct mail increases Aarti's conversion rate by 75%!

Aarti is the proud owner of a super successful promotional merchandise business and so she knows better than anyone about **the power of direct and 'lumpy' mail.**

When anyone enquires with the team at Extravaganza Promotional Merchandise, they **receive an impressive little package of goodies** which demonstrates their products.

In addition to this, everyone on Aarti's list receives gifts throughout the year as **a reminder of their product and service.**

At Christmas she sends vegan chocolate bears, chocolate bars, notebooks, travel cups, bottles,

blankets, full colour umbrellas, scarves, socks, shot glasses - all branded of course.

You may think this strategy is expensive BUT... for Aarti (who knows her numbers and how much she can spend to acquire a new or repeat customer), it's well worth the investment.

Over the last couple of years, Aarti has calculated that **her repeat conversion rate as a result of sending a 'reminder' follow up gift is a massive 75%!**

A little 'off the wall' follow up goes a long way in a world dominated by email.

SWIPE IT:

Do you know your numbers?

Getting a handle on the average lifetime value of your customers gives you the ability to spend a little more on targeted direct mail campaigns, just like Aarti did.

'Lumpy Mail' (direct mail with an added treat or novelty item) can help you stand out from the rest and get a conversation started.

Try it for yourself!

SWIPE #29

Sharon Dawson

www.technicalstageservices.co.uk

A dazzling direct mail campaign lands Sharon a £100K gig!

The team at Technical Stage Services are celebrating this week having successfully delivered their **BIGGEST EVER project.**

Sharon was invited to quote on this job after the prospect had been made aware of their services via a **superb direct mail campaign.**

Sharon had **identified 4 dream (completely cold) customers** and devised a campaign that was sure to WOW the recipient.

It consisted of an initial **coloured envelope** which instructed the prospect to look out for something arriving in the post soon...

After a few days, she **sent a mobile phone in a box which was pre-loaded with a video intro to the company** and explained that they'd

love to setup a meeting.

Their phone number was saved in the phone and the prospect was instructed to call them...

Two of the 4 they sent this to never replied.

However... one called and setup a meeting - they're now a very hot prospect.

And the other one gave the box to a friend who got in touch and placed a **£5K order!**

They also became the company who gave Sharon and Co. their biggest ever project - **worth £100K!**

The campaign cost a total of £320 and returned thousands in profit!

A direct mail masterpiece...

SWIPE IT:

Have you got your eye on a dream client?

This multi-stage direct mail campaign is great example on how doing something a little differently and standing out from the crowd can reap amazing results.

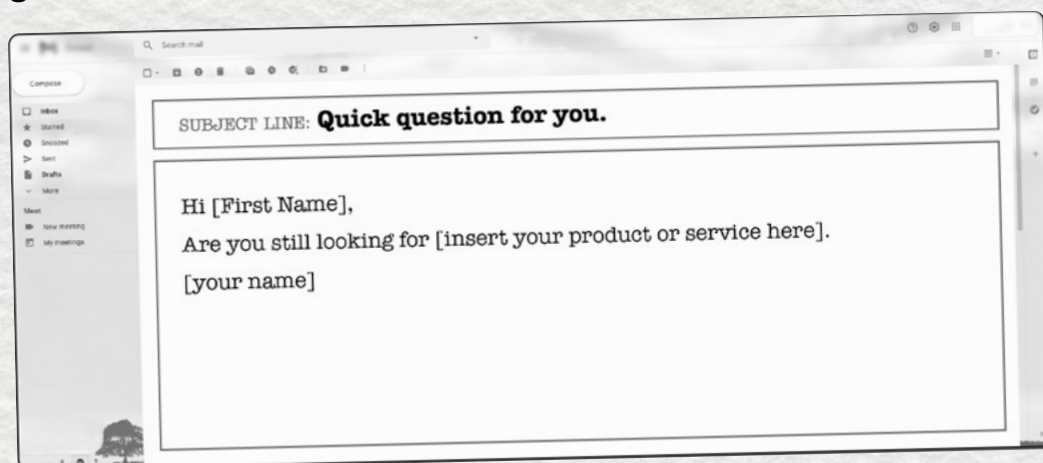
Try it for yourself!

Three Line Email

SWIPE IT:

The three-line email is a great tool to send out to prospects that have gone cold.

Whether it's prospects that you've quoted for, people who have inquired, or customers that haven't necessarily bought from you in a long time, send the three-line email using the template below and give it a try today.



Here are some stories of business owners
that have tried it to roaring success!



SWIPE #30

Jo Cantle

facebook.com/JoCantleCoaching

The Three-Line Email Strikes Again!

Jo Cantle is the latest EC Member to pop her **Three-Line Email** cherry to great success!

Jo runs several coaching programmes and uses free virtual masterclasses as a way to get those **rhythmic leads flowing**. She was in the process of drumming up interest (and registrations) for her latest free Masterclass when she came across the Three-Line Email.

While hesitant at first, Jo decided to give it a try and **sent the email out to 21 leads** that hadn't registered yet. **Eight attended the Masterclass**, three said they weren't interested, but **one person was hot to trot** and replied asking to join Jo's coaching programme.

That's a new customer **worth up to £924**.

Not bad for a single email!

And as for that Masterclass...

Well, 63 people registered to join with 20 turning up to watch it live. Three of the registrants had already been converted into clients with a further three joining since.

SWIPE #31

Stephen Burwood

pdgrp.co.uk

Stephen is the owner of Positive Tax Solutions - specialising in advising how to overcome tax related issues in a pragmatic and efficient manner.

Following the **'3 line email'** strategy, Stephen followed up with a bunch of leads that he hadn't heard from after their initial enquiry in January.

Stephen heard back from one of the prospects within an hour, who he has converted into a paying client **worth an impressive £12,500!**

Not bad for a spend of **NOTHING!**

SWIPE #32

David Humphreys

www.nbres.co.uk

3 line email success – yes, another one. They just keep coming!

David doesn't get lots of leads as he provides a very niche service in the Engineering sector but after being reminded of the power of the three-line email, he decided to **send it out to three prospects** that he hadn't heard back from.

For one prospect, it was too late - they had taken their business elsewhere and were no longer in the market.

For the second prospect, it was much too soon - they weren't in a position to order just yet.

David turned his attention to the third prospect.. .

Well, for them, David's email was very timely.

They are now booked in for a meeting with David next week to discuss an **order worth £86,000!**

All our fingers and toes are crossed for you David. Good Luck!

SWIPE #33

Amy Bleasdale

www.theboxl12.co.uk

A single text message brings in £5K worth of orders!

Amy owns a successful catering business and as **an additional revenue stream** has started providing the people of Ulverston with her super popular 'cheese boxes'.

Amy has lots of happy customers including individual households and local businesses that gift the boxes to their customers.

A few months ago, she had an inquiry from a holiday lets business that wanted to provide the boxes as welcome gifts BUT **after many failed attempts at following up** with them, the inquiry came to nothing and she thought the lead was unsalvageable.

That was until Amy was introduced to the **3 Line Email** at her EC Local Meeting and decided to give it a go...

... instead of sending it via email though, **she sent it as a text message** to the prospect.

Almost immediately, the prospect replied, they got into a conversation and **agreed a contract worth an impressive £5,000!**

Absolutely brie-lliant!

SWIPE #34

Catherine Morse-Brown

www.hatblocks.co.uk

One simple email lands Catherine a cool £2K!

Catherine has been busy working her way through the week-by-week roadmap - **EC Clarity** and is celebrating this week after her results from sending the **3 Line Email**.

The 3 Line Email is a firm favourite 'quick win' amongst EC members as it provides a simple yet effective solution to **reigniting a dormant list of prospects**.

Catherine was skeptical BUT is now a raving fan...

"I sent the 3 Line Email to 32 contacts... had 10 replies almost immediately, gained 4 potential leads worth over £1000 AND 3 orders worth £2,000!"

The 3 Line email strikes again!

SWIPE #35

Michael Haigh

theleapcoaching.com

It's the return of the **three-line email!**

This past week Michael set himself the task of working through his CRM and sending out the **three-line email to past enquirers.**

The three-line email is an incredibly simple (some would say basic!) yet effective way to follow up with past leads, enquiries and prospects.

Needless to say, he's happy with the results.

Michael has had **17 responses** so far. 10 have responded positively, although they're not ready yet, Michael has earmarked them for further follow-up down the line.

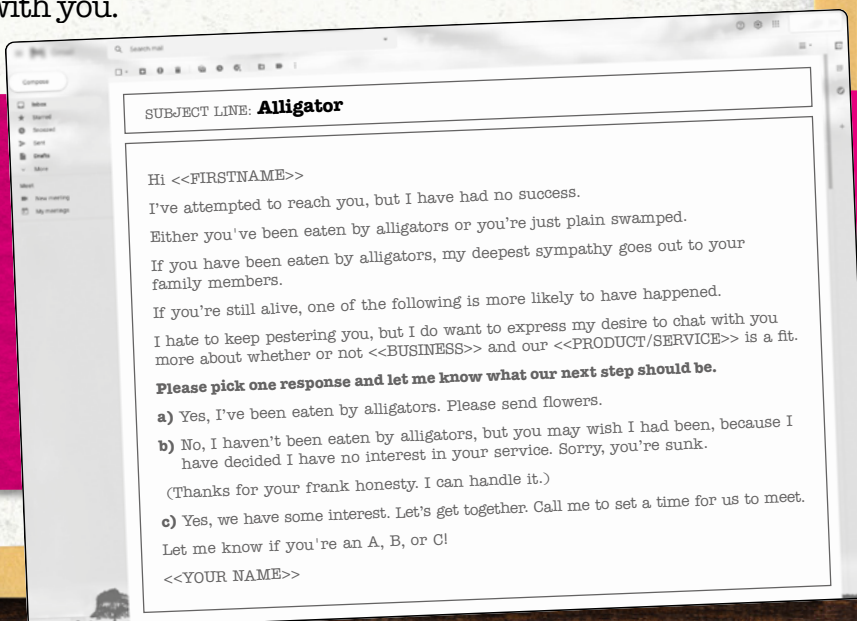
Six are hot to trot! All of them are currently in conversation with Michael about potentially becoming a client.

Which leaves **one shiny new client, worth £540**, already signed up. Michael's new client admitted himself that the email could not have been better timed. Not bad for a week's work.

Michael is now gearing up to implement the Alligator Email to follow up with those that haven't responded. **The Alligator Email** is another tried and tested email for past prospects that have gone cold or stopped responding to communication attempts. It's been known to get even the coldest of leads back into a conversation with you.

SWIPE IT:

Wondering what the Alligator email is? Check out the template below.



SWIPE #36

Vince Warner

colwoodwheelworks.co.uk

Zero marketing spend and a £5K return!

With over **40 years experience in restoration** and repairs of old bicycles and motorcycles and a long list of happy clients, Vince has built quite the reputation in his hometown of East Sussex for being the best in the trade.

BUT... he had **a big list of stubborn prospects** who had **enquired but never converted**.

In an attempt to drum up some business and **reignite conversations** with those people, Vince used the EC's **3 line email** and has been blown away with the response so far...

So far, Vince has had over **20 positive replies** and converted some of those totaling **new sales of over £5K!**

He still has plenty left to follow up on and is confident that he can convert more.

Not bad for under **5 minutes work and a spend of nothing!**

SWIPE IT:

It's definitely time to send that 3-line email!



SWIPE #37

Simon Barker

www.sbarker.co.uk

Sales worth almost £4K from a single email!

With over 30 years experience in the electrical industry and a long list of happy clients, Simon has built quite the reputation in and around Leeds for being the best in the trade.

BUT... he had a big list of **stubborn prospects** who had enquired but **never converted**.

In an attempt to drum up some business and **reignite conversations** with those people, Simon used the **EC's 3 line email** and has been blown away with the response so far...



Simon Barker ► Entrepreneurs Circle Members Only

10 h · 🌐

Yikes Nige! Didn't expect the 3 line email to be THAT good! 😱

Sent 8pm last night, it's only 6:40am the day after and while I've had 28 unsubscribes (we all love a clean, updated list), I've also got 48 replies to go through (likely many more to come!) 😊

I can see from skimming some say things like "you must be psychic"



So far, Simon has quoted on 11 jobs from **48 positive replies**.

He still has plenty left to follow up on and has already booked **£3,786 worth of new work**.

Not bad for under **5 mins work and a spend of nothing!**

SWIPE #38

Angela Cox

angela-cox.co.uk

£11.5K in sales and a marketing spend of zero!

Angela is a multi award-winning life coach and has spent the last week working her way through **EC Clarity**.

She came across **the EC's 3 Line Email** and decided to use this **simple yet powerful** tactic to start a conversation with **a list of 'hard to budge' prospects**.

Within 2-minutes, one prospect replied: "I have been meaning to email you for the last 5 days... feeling overwhelmed." Angela replied straight away and reminded the prospect of a technique to help with the overwhelm. After a few back and forth messages, the prospect signed up for **a £5K programme**.

A second reply... lead to **another £5K sale**.

5 more replies... **each for sales of her membership worth £300 each**.

Total sales at £11.5K from a single email that cost nothing to send...

That's what we call - a result!

SWIPE #39

Sally and Simon Wilkinson

www.thesallywilkinson.com

Free money in just three hours!

Husband and wife duo Sally and Simon stumbled upon the infamous 3 Line Email and were inspired to send their own.

They copied, pasted, tweaked and hit sent to a cold list of past prospects and after 3 hours had 13 replies from people asking to sign up to Sally's monthly membership!

They'll net hundreds of pounds in new monthly revenue - all for 3 hours work (and no cost!)

Not too shabby if you ask me!

SWIPE IT:

Ping off the 3-line email and see the results for yourself!



Email General

SWIPE #40

Sue Tostevin

www.youngwoofians.com

If you're a regular reader of The EC Circular, you'll have seen the article 'written by' Cameron's fur baby, Chillie.

Sue Tostevin is delighted after being inspired by this article to write her latest newsletter from her four legged friend, Teddy.

The newsletter was sent via email to 4,556 people on Sue's list - promoting her natural pet products business.

The email gained a 71% open rate within 24 hours and generated a massive 98 orders worth £2,640!

Some of those orders are subscription based so will continue to bring in cash each month.

"I could not believe the response. Emails just came flooding in, followed by orders.

It was such a good idea and worked so well - so much so that we will be doing a Teddy's Tales email once a month now. My customers really liked it and engaged.

Of course I was thrilled with the orders but more importantly the email prompted some really interesting conversations... the amount of interest I received for my new products was overwhelming.

I can't thank Chillie enough for the suggestion!"

A pawsome result!

SWIPE IT:

If you've got an office dog or mascot, why not write an article or a piece of marketing material from their perspective?

It's a great opportunity to have a bit more fun with your sales copy and your marketing copy and engage with members, customers, and prospects in a new way.

SWIPE #41

Rachel Cowell

justso.biz

Rachel is the owner of JUSTSO - a creative merchandising company, delivering branded clothing and promotional merchandise nationwide.

At the beginning of the month, Rachel quoted for a large order but despite their best attempt to follow up with the enquirer with phone calls and emails, the prospect vanished.

The quote was for **£6378 +VAT** - Rachel thought all was lost until she spent three solid days with us at the GKCC, Rachel revisited her **10 page to-do list** and decided that she would “**give the Alligator email a go**”.

The **alligator email is designed to get responses**

(one way or another) from hard to reach prospects, it's written in a humourous tone and asks for very little action from the recipient - it's designed to **clean up your database and encourage conversation**.

And, that's exactly what it did for Rachel. The prospect replied the same day saying:

“Haha that's a great couple of options and my apologies... ..The answer is C... Yes, I'm still interested I've just been busy, get in touch and let's talk”

Result! One simple email has generated over £6,000 of revenue - **for FREE!**

Kerching!

Why not give it a go yourself?

SWIPE IT:

The alligator email is designed to add a little humour to your follow-up.

But be warned this doesn't work for every prospect, so use with caution.

SWIPE #42

Bruce Smith

[linkedin.com/bruce-smith](https://www.linkedin.com/bruce-smith)

Bruce is celebrating this week after **a single follow up email** has generated an amazing result!

With a long list of hot prospects that Bruce was **struggling to convert**, he decided to try **the 'Alligator email'** as a last ditch attempt to win their business.

The alligator email is designed to get responses (one way or another) from hard to reach prospects, it's written in a humourous tone and requires very little action from the recipient - it's designed to **clean up your database and encourage conversation**.

And, that's exactly what it did for Bruce.

Within two hours of sending it out, Bruce **secured a meeting!**

The project he will be working on if he wins the work is **worth a whopping £20,000!**

Result! **One simple email has generated a meeting worth potentially £20K - for FREE!**

Kerching!

Why not give it a go yourself?

SWIPE IT:

The alligator email is designed to add a little humour to your follow-up.

But be warned this doesn't work for every prospect, so use with caution.



SWIPE #43

Liz Barnes

www.swetwipes.com

Liz is celebrating this week after sending a single email to some of her list and receiving a phenomenal response.

In her own words **"I can barely keep up with replying to everyone!"**.

So what did she do?

Liz sent out an **email to 2,229** people on her mailing list who she identified as those that rarely opened her emails.

This email had three goals:

1. To **cleanse her list** and remove those that just weren't right and were unlikely to ever buy from her.
2. Secondly, to generate **engagement**.
3. And finally, to give her prospects **a time limited offer** that they just could not refuse.

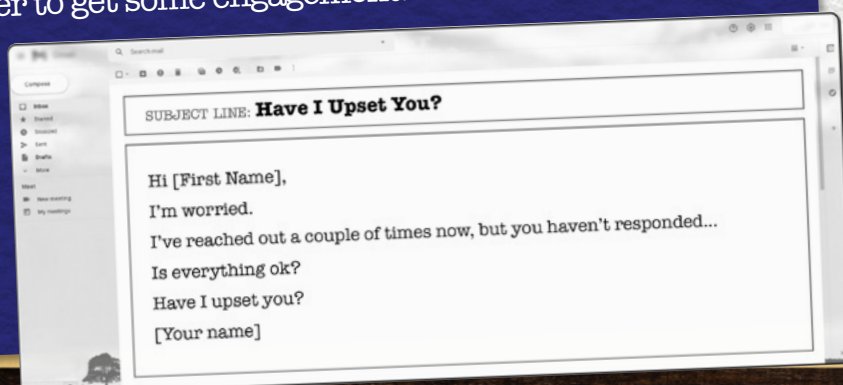
In 24 hours, her open rates **increased to 17.9% and she picked up 64 new orders!**

44 people even wrote back to her thanking Liz for the reminder and that they were planning on placing an order soon. Well done Liz!

SWIPE IT:

If you are struggling to get your prospects and enquiries to respond to you during your follow-up, this email template is a great tool that you can use in order to get some engagement.

Use this template and give it a try today.



SWIPE #44

Trevor Carter

airconditioninginkent.co.uk

Trevor and his team spend their days installing, maintaining and repairing air conditioning systems throughout London, Kent and The South East and they're celebrating this week after a single follow up email has generated an amazing result!

With a long list of hot prospects that Trevor was struggling to convert, he decided to try the 'Alligator email' as a last ditch attempt to win their business.

The alligator email is designed to get responses (one way or another) from hard to reach prospects, it's written in a humourous tone and requires very little action from the recipient - it's designed to clean up your database and encourage conversation.

And, that's exactly what it did for Trevor.

Within a few hours of sending it out, Trevor had three responses, was asked for 2 quotes and has secured a new job.

The job is worth a whopping £8,000!

Result! One simple email has generated work worth £8K - for FREE!

Kerching! It definitely pays to be different and stand out from the crowd.

SWIPE IT:

Why not give it a go yourself?

A copy of the alligator email for you to swipe is available on page 42 of this Swipe File.

SWIPE #45

Daniel Pritchard

www.everyonesadventure.co.uk

After attending the **EC's Copywriting Masterclass**, Daniel was inspired to reach out to his list of warm(ish) prospects in a way that he hadn't tried before.

Daniel's target audience are teachers... of which he had 600 on his list.

"I thought I would try sending out the long form email... each sentence was short and sweet and I tried to embed a few jokes too."

Daniel hit send on his email at 9am on Thursday morning and to his surprise, he spent the remainder of that day replying to the whopping **480 replies!!**

That's an impressive **80% response rate.**

Of those, 42 were actual enquiries and **11 were direct bookings.**

Total takings from that one email which cost nothing to send?

£13,568 (and counting!)

Compelling copy works!

SWIPE IT:

Why not give it a go yourself?

A copy of the alligator email for you to swipe is available on page 42 of this Swipe File.

BombBomb **/ video**

SWIPE #46

Greg Simpson

Pressforattention.com

It's only taken him 2 years to implement (!) but with a little more time on his hands our resident PR expert Greg has taken his own advice and got his lovely face out there on video!

Greg's wanted to create 'Press For Attention TV' for a while and has been inspired and motivated during lockdown to make this happen thanks to the EC's new How-to Guide on creating Videos.

His new videos which help position him as the expert in all things PR have so far secured £1,500 worth of new residual income this week!

Bet Greg is wishing he did it two years ago!

SWIPE IT:

Video is a great tool to get across you, your business, and your personality.

At the end of the day as a business owner, you are your business.

And while some people might be a little bit afraid to get on camera, video has been proven to increase conversion rates and ultimately your bottom line.

So why not take a bravery pill today and start your first-ever video?

Try it now.



SWIPE #47

Phil Coleman

www.barlowblinds.com

Phil is the owner of Barlow Blinds based in Leicestershire.

Phil prides himself on exceptional customer service and is always looking for new and **unique ways to stand out from his competition...**

This week, just like every other week, Phil received an email from a prospect that had emailed him and a number of his competitors for more information on some of their products.

Some **didn't reply at all.**

Some sent a **simple email** back.

But not Phil...

Phil dusted off his webcam, loaded **BombBomb** and recorded a video for the prospect showing them the different products as well as providing that all-important personal touch.

Phil's quote was **20% more expensive** than the competition but that didn't matter - the incredible service and response was what landed Phil with the **£1,800 job.**

Not bad for 5 minutes work.

And this happens every week. Phil gets business because, as Nige would say, 'he turns up like no one else'.

It really does pay to go the extra mile. If you're not using video email - you should be!

Video. Is. Powerful.

SWIPE IT:

You too can be like Phil. Why not use BombBomb just like he did in order to follow up with your prospects and inquiries? You might be surprised at the number of sales you get coming in.

SWIPE #48

Jason Lydford

cr-it.co.uk

Jason is the proud owner of Computer Rescue IT - an IT support company based in London. Despite his love of technology, Jason was NOT a fan of video... until recently.

Jason took to BombBomb, a super innovative and underutilised platform and asked 15 of his long standing customers for referrals.

Every single one of them replied with names and contact details.

Out of the 15 replies, there was one BIG success.

One of Jason's customers forwarded the initial BombBomb video to one of their contacts who were so impressed with his approach, they called Jason and setup a meeting to discuss how Computer Rescue could help them.

Jason was one of 9 IT support companies that were in line for the contract with this business that is worth a whopping £91million!

And... he WON IT!

Jason has a new found love for BombBomb and will make this an integral part of their communication with clients and prospects moving forwards.

Standing out from the crowd couldn't be easier. BombBomb.com - check it out!

SWIPE IT:

Video is an amazing tool to help you stand out from the crowd and be a little different. And just like it did with Jason, if you implement it in your follow-up process, you may find that you land some major contracts or even some great conversions. Try it today.



SWIPE #49

Donna Walker

facebook.com/Donna-Walker

Donna is a massage therapist and is very much looking forward to being able to open her doors to the public tomorrow after months of being forced to shut.

Ahead of the B-I-G day, Donna decided she would **reach out to her past clients** and let them know she was back in business with the aim to get some of them booked in for treatments.

But, she didn't just send **a simple black and white, dull email...**

Donna signed up for **BombBomb** (we're big advocates of BombBomb here at EC) and has been using the video email software to send **personal, unique messages** to her list.

The result?

- 100% fully booked for opening week
- 100% fully booked for the week after
- 92% booked for week 3!

Awesome results. Good luck tomorrow, Donna. Enjoy!

SWIPE IT:

At the end of the day, people by people, Donna used BombBomb, a very useful tool to ensure her practise was fully booked. Video is a great way to add that human element to your marketing. And as we can see from Donna's example, a great way to get bookings and sales. Try it for yourself.



SWIPE #50

Kate Davies

digitaldevils.co

Having helped hundreds of B2C businesses get new customers and achieve amazing results, Kate took a leaf out of her own book and created a new follow up campaign to convert some stubborn prospects into customers...

Kate had heard us 'banging on' about BombBomb (a video email messaging service) and wondered what all the fuss was about - she decided to give it a go.

As a self-confessed 'camera dodger', Kate took a bravery pill and hit record.

The results?

- A new found self-confidence
- 3 sales made (out of 4 videos sent)
- A 75% conversion rate!
- And... a new follow up process (that works!)

Awesome results, Kate! * Say, cheese! *

SWIPE IT:

Just like Kate, you too can take the bravery pill and get on camera for the first time. And hopefully you'll see the conversions in sales roll in just like Kate did. Try it today.



SWIPE #51

Karen Smith

brightsparkelectrician.co.uk

Long standing EC member Karen shared with us an incredible result this week having been reminded of the power of personalised follow up.

Karen attended her latest Local EC Meeting where they discussed BombBomb - a video email platform allowing you to send personalised messages to those tough to budge leads.

Karen signed up to the free trial of BombBomb, set herself up with a small drywipe board (see image below), made sure her lighting was perfect and hit record.

She recorded 8 follow up quote videos and sent them to prospects she had carried out surveys for.

The result?

7 out of the 8 converted within 24 hours of sending the video!

Those 7 conversions are worth over £4,000!

Not bad for a tool that was free and literally minutes of Karen's time!

Awesome.

SWIPE IT:

Why not use video in an innovative way just like Karen did. Karen implemented video in her quoting process and as you can see from her results, managed to convert most of them into customers. Video is a great way to get across your message in an entertaining and easily consumable way. Try it today.



SWIPE #52

Sara and Lisa Rowlands

www.rowpire.co.uk

Twin sisters Sara and Lisa are the proud owners of Rowpire - a **property staging service** helping to transform property interiors for a successful sale.

This week Sara and Lisa took a bravery pill and **hit record on a video** which they then sent out as **follow up** and the results are amazing...

Video is a great way to **add a bit of personality** to your marketing and helps develop a rapport between you and your prospect.

So, with some encouragement from their EC Coach, the dynamic duo used BombBomb (a video email platform) to follow-up with some prospects that had gone cold and were shocked at the results that this seemingly simple tactic had.

Sara and Lisa **secured £12,975 worth of new business.**

This is **double their current monthly target!**

Amazing.

SWIPE IT:

BombBomb is a great tool that you can use in your business to add a little bit of personality and create a marketing material that is easily consumable by your customers and your prospects.

In Sarah and Lisa's case, it was crucial to adding a little visual element showcasing what their plans were for their clients. Why not start adding it in your business and see if you can convert your prospects into customers.

SWIPE #53

Daniel Eadle

AD Heating Solutions

Daniel is the proud owner of AD Heating Solutions, providing the people of Oxfordshire with domestic and commercial heating services.

This week Daniel is celebrating having **secured not one, but two MASSIVE contracts.**

The first... He and 11 other companies were asked to tender for work on a leisure centre... **the contract was worth a whopping £500K!**

With a nudge from his EC Coach, **Rachel Foord** to stand out from the crowd, Daniel used video to present why he and his team were the guys for the job...

And he won it!

The panel commented on his use of video and stated that the video was what impressed them the most.

The second contract... With Daniel's reputation in Oxford being second to none and **with many online 5* glowing reviews**, he was contacted by a prospect who was looking to do a full home renewable energy revamp.

The prospect belongs to the **Royal family** and their £3 million property near Blenheim Palace is sure to return a serious profit for Daniel.

Reputation and standing out from the crowd - two VERY important points to consider!

SWIPE IT:

Not everyone is brave enough to get on video, which is why implementing it in your business can be such a great asset making you stand out from others competing for the same jobs.

Why not use video in the same way that Daniel did in order to tender for work or even to convert prospects into customers? It lets your potential customers get to know you a little bit better, as well as differentiating you from the competition. Try it today.

SWIPE #54

Clare Gill

www.justblindsLtd.com

Clare and husband Richard founded Just Blinds Ltd in 2010 working from a small self-serviced office.

Those days are a distant memory now as they operate from a brand new Headquarters and manufacturing unit alongside a superb showroom AND **employ 19 members of staff** to keep up with the demand for their A* service.

Clare is passionate about customer service and is always on the hunt for new and innovative ways to improve their customer journey.

Enter BombBomb...

BombBomb is a powerful **video email marketing platform** allowing you to send **personalised** video email to your prospects and customers.

Although at first Clare and the team were slightly weary about being on camera, they've now implemented and embraced this strategy and it's become an **integral part of their customer journey**.

Why?

Since sending her customers a personalised video which **updates them on the progress** of their bespoke and custom made blinds, they've managed to **cut down the number of calls** they get from customers chasing their order by a whopping **80%!**

Not only that but they're also inundated with messages from **customers who were delighted to receive such a unique and personal communication**.

www.BombBomb.com - go, go, go!

SWIPE IT:

Claire and the team decided to use BombBomb a little differently, implementing it in their customer journey rather than in their sales funnel. By adding video updates that their customers could see what they were having to do for them, they managed to get on the front foot and provide a stellar customer service. Why not implement it in your own business and start using video in your customer journey? Try it now.

Premium Products and Exclusivity

SWIPE #55

Ben Nichols

dogtrainingcollege.co.uk

A £2K product adds £770K to Ben's bottom line!

Ben spent years selling online training courses to budding dog trainers for £250.

Although his business was successful, his product was fantastic and his success stories were flowing in, **Ben knew he could do more to help his customers** and to increase his sales.

He devised a 'Dog Trainer Certification Programme' which had a price tag of £2K.

His team were dubious.

BUT... despite some negativity surrounding the new Programme, Ben knew his target audience and importantly, he knew exactly what they wanted and needed in order to **catapult their dog training careers.**

He used both **Google and Facebook Ads to promote** his new Programme and created a **dedicated landing page** (separate to his main website) with a video to promote it.

The programme **launched just 15 months ago** and the team have been blown away by the positive response...

The Programme has already generated a whopping £770K!!

WOW. That's what we call a result! Congratulations Ben.

SWIPE IT:

Adding premium products to your business can be a great way to add money straight to your bottom line.

Just like Ben did, all he took was a little bit of thinking ahead of time to create a stellar product that has added nearly three-quarters of a million pounds to his business every year. Is there anything that you can improve or add upon in your own business to help create a premium product?

Sometimes it could be as simple as adding a value-add to something you might have already.

Have a think and try it for yourself today.

SWIPE #56

Jayne Reese

www.evestoyshop.co.uk

An evening of cheese and wine has Jayne on track for an £18k month

Masterplan member, Jayne is celebrating this week having achieved record sales.

Jayne owns a lovely Toy Shop in Camarthenshire and having listened to the frustrations of her customers, she's been plotting and planning to come up with a super clever way of **addressing the parents' issues whilst also getting them to part with their pennies.**

Jayne created an adult only event last month which was designed to give parents the opportunity to shop for Christmas without the children in tow.

There was cheese and wine as well as **exclusive discounts.**

She sent a **simple email to her existing list** to let them know about the plans for a Christmas shopping evening and was astonished by the response.

Jayne made **over £2k worth of sales** in the shop on the evening and has since taken an additional **£3.5k of sales after some follow up.**

Jayne averages around £10-£13k in an average month but this event has her on track for north of £18k!

It certainly pays to ask and listen to the feedback of your customers.

SWIPE IT:

Could you host a special (and exclusive) evening for your customers to come and spend more with you?

Follow-Up

SWIPE #57

Andy Kidd

www.relievepaintaunton.co.uk

A £97 spend results in £2400 of sales!

Andy needed to get more people into his sports massage clinic and with the help of his EC Coach, Nicola McLennan, he has been working through the EC's **Facebook Ad Accelerator** (FAA) to achieve this.

Together, they decided that a **Facebook competition** was the best way **to get in front of new people** and collect a heap of leads.

The competition prize?

Win a massage each month for 12 months (worth £960!)

With **50 leads received** and a **spend on ads of just £97** - Andy's cost per lead is just £1.94!

Andy not only used the **follow up email templates** available in the FAA which give a **runner up offer** to those who didn't win the competition... he has also been **calling his new prospects to introduce himself**.

These calls have resulted in **£2,400 worth of sales from new customers** all keen to try out the Clinic and redeem their runner up offer of a % off a treatment.

A hot list of leads, thousands of pounds worth of sales and hopefully some repeat business too - all for just £97!

That's what we call, a result!

SWIPE IT:

Know, like and trust. Putting a face (or in this case a voice) to the name can help to improve your relationship with your prospects.

People buy people after all.

If you can add a bit of you or your team to the follow-up, rather than just emails, you're more memorable than the competition.

SWIPE #58

Greg Simpson

www.pressforattention.com

How to attract attention to your new service...

... get yourself an exhibition stand, plonk yourself in a tuxedo, add two 7ft golden Oscar statues, a red carpet, some VIP ropes, a glamorous assistant to help with enquiries and a paparazzi photographer to attract attention!

That's what Greg did at a recent exhibition and **the results are award-winning!**

Greg knows all too well that **the biggest pitfall of an exhibition stand is to blend in** - so he hired in extra help and a whole heap of glamour to ensure that his presence was known...

In an average month, Greg receives 9 hot leads.

This month (thanks to the super success of the expo), Greg is working with **55 hot leads** for his awards research offer (£99 if you were wondering) and for his "full-fat" PR service.

With a **fantastic follow up process** in place, which consists of **email and phone calls** - Greg has already converted enough of the leads to cover the costs of the stand and the extra staff!

Greg's average conversion rate is 29% (he knows his numbers) and if he continues to convert at this rate - the revenue will not only pay for this year's stand and next year's stand but will also **pay for Greg's entire marketing budget for next year!!**

SWIPE IT:

Expos can be a great way to generate new leads and enquiries. But it's all in the follow-up! The number one rule when it comes to lead generation? "Don't f*ck up the follow-up". Making sure you stay in touch with your leads can make or break whether an expo or campaign.

Most people only follow up once or twice. But as some of the stories have proved, in some cases it can take months of communication before a prospect is ready to buy.

SWIPE #59

Jenny Killburn

synergosconsultancy.co.uk

Jenny popped a bottle of the finest celebratory champagne this week after achieving her **BEST MONTH EVER!**

Jenny has spent the last 7 years at the helm of the Synergos Ship and has helped hundreds of happy customers to improve and streamline their business systems through ISO and CHAS accreditations.

Whilst working hard to make improvements on her clients' businesses, she spotted a gap in her own. She knew she could do more to streamline her own business and get it running more efficiently in the form of **follow up**.

So, Jenny and her team set about improving their follow up process to all new prospects and also worked on nurturing those already on their database - and boy, has it paid off!

The team now focus heavily on **personalised follow up** - they send a series of **text messages**, video email (via **BombBomb**) and targeted, **valuable emails**.

Having run her first ever webinar in January, Jenny knows that the follow up improvements have had a **profound impact on the conversion rate** of those that attended the webinar.

The results of all these improvements and focusing on the the follow up resulted in a massive £69,000 - her best ever month ever in the business.

We think this deserves another one of those bottles, Jenny!

Massive congratulations to you.

SWIPE IT:

Don't fuck up the follow-up, one of Nigel's biggest rules to live by.

At the end of the day, it's not your customer's job to do business with you, it's your job to remind them.

So why not spend some time looking at all the ways that you're bringing new prospects and new inquiries into your business and making sure that you have a stellar follow-up process just like Jenny does.

SWIPE #60

Chris Young

www.eagletapes.co.uk

Last August Chris sent out a small direct mail campaign (a letter in a brightly coloured jiffy bag alongside some samples of his products) to about a dozen potential clients in a particular industry sector who he had identified using LinkedIn.

It produced one prospect who asked Chris to contact him again in November when they might be ready to talk about a potential order.

Chris diarised the call and made contact as requested which resulted in a quotation.

The quotation was sent but ignored so Chris followed up with another call - no answer.

He attempted another follow up call a couple of weeks later - still nothing!

Chris added the prospect to his mailing list and in January (5 months later!) the prospect placed an order worth over £11,000!

Now, in May 2021 (9 months after the initial contact and lots of follow up later), the client has spent well over £30,000 with Chris.

The power of follow up strikes again!

Keep trying until they buy.

SWIPE IT:

Chris's story is a great example of why follow-up is so important. Sometimes prospects can go cold on you, but if your follow-up is consistent and a little bit different at times, then even five months later your old inquiry might become a customer.

SWIPE #61

FOLLOW-UP

Istvan Forgacs-Beregszaszi aka Steve FBI Tattoo London

Remember Steve?

We featured Steve a few weeks ago after he broke the internet by generating over 5,000 leads in a Facebook competition.

Well there's a part two to this story.

The follow-up!

Steve spent some time setting up a follow up sequence to all entrants to his competition. The aim of which was to 'get them in the chair'.

His sequence has sent out four emails so far, offering a 25% discount on their tattoos.

So far the follow-up campaign has resulted in 751 replies. 232 of those are actual enquiries. Steve is currently working his way through those 232 enquiries while they're hot, the value of which is a **whopping £50,000**.

All of this from an £838 ad spend...

Maybe we should get into the tattoo business?

Good luck on closing those enquiries Steve! (But from the sound of it you won't really need it.)

SWIPE IT:

While generating thousands of new leads can be great, if you're doing nothing to follow up with them then you're wasting your money.

Just like Steve's follow-up, sometimes all it takes is a cool or clever offer in your follow-up in order to convert some of your prospects and new leads into customers. Is there anything in your business that you can offer a discount on?

Is there anything in a value-add that you can offer to your old inquiries and prospects? Try it for yourself today.

SWIPE #62

Phil Coleman

www.barlowblinds.com

A blog article that landed Phil a whopping £263K

EC Legend, Phil is the owner of Barlow Blinds - a super successful, family run business that was founded in Leicester in 1887!

This week, he is celebrating having landed one of **his biggest EVER jobs!**

The lead came from a blog on his website's Knowledge Centre.

Phil replied to their inquiry via the video email platform BombBomb.

The job was for **1125 blinds - worth a whopping £135K!**

He sent a quote and relevant case study via post in a **lime green folder** (never boring white!). In the quotation, Phil suggested an upgraded system that he thought would be more suitable for their project... a **subtle upsell opportunity** which was then followed up by another '**BombBomb**' email.

Not only did he add thousands to the job with the upsell, but he's secured ANOTHER 3 jobs worth over £120,000!

That's the power of proper follow up and BombBomb people!

SWIPE IT:

Video can revolutionise your follow-up process.

It allows your prospects to get to know you a bit better and is much more engaging (and easier to consume) than a quote over email.

You can trial BombBomb yourself by heading to bombbomb.com

They Ask You Answer

SWIPE #63

Mark Toovey

www.alfrescoec.co.uk

The team at Alfresco have been working hard on improving their content after reading They Ask You Answer (TAYA) by Marcus Sheridan.

As a result of overhauling their online presence with explainer videos and creating informative leaflets, the team have seen their average customer value increase dramatically and their prospects are more informed ahead of making their initial enquiry.

"We took an enquiry for a roof clean and sent an email with the links to our explainer videos on our website... it was the easiest sale we have ever had and was worth £6k!"

The team at Alfresco have also been busy delivering leaflets since June and have seen an uplift in their window cleaning subscription service as a result.

The leaflets cost less than £200 to produce and have been responsible (so far) for 27 new paying customers worth £6,900!

Not bad eh?

SWIPE IT:

Passionately educating your potential customers through the They Ask You Answer method can make the sales conversation that much easier. You're allowing your customers to educate themselves about your product/service - so they feel they've made an informed choice. And the best part?

You're now the go-to-person for your industry.



SWIPE #64

Fiona Conor

trustelectricheating.co.uk

Frustrated with customers pushing back on price and using the current climate as an excuse to try and barter down the cost of their products, the team at Trust Electric Heating came up with a solution.

As lockdown measures were introduced, Fiona and her team were finding that the phones were still ringing BUT customers were **looking for a cheap deal**.

After reading **'They ask you answer' by Marcus Sheridan**, Fiona instructed her team to use the **'disarmament technique'** which put simply is a way in which you 'disarm customers, or get them to let their guard down and be more receptive'.

Here's some examples of how Fiona's team are successfully using this technique and are winning the price battle. They are:

- Highlighting the **BENEFITS** of their products and service as opposed to simply listing the features
- Refusing to offer further reductions: **"We may not be the best choice for you if you are buying on price"**. This reinforces the quality of their product and takes some of the control away from the prospect
- Showcasing how they are different to their competitors having **identified their unique selling points** and discussing them on the calls
- Being upfront, **transparent and honest** from the moment someone enquires that they **may not be the cheapest but they're the best because...**

In the last week alone, this small change in sales technique has earned the team heaps of trust, credibility AND bagged three sales worth £13,000!

SWIPE IT:

They Ask You Answer is a great book by Marcus Sheridan AKA The Pool Guy that can revolutionise your marketing and sales (just like Fiona did above).

Why not try his disarmament technique yourself!

SWIPE #65

Mark Cowgill

exa.net.uk

Over £1 million in just 5 months!

Mark attended the EC's Virtual Getting and Keeping Customers Convention where he listened to guest speaker, **Marcus Sheridan**.

Marcus is a highly sought after International keynote speaker, known most famously for his best-selling book, **'They Ask You Answer'** (TAYA) - a revolutionary approach to inbound sales, content marketing and the digital consumer.

Feeling completely inspired, Mark embarked upon a mammoth strategy planning session to **completely overhaul his approach to attracting the right audience**.

He looked at his ideal clients, his messaging, his website and landing pages, his copy, his offering and even his people.

Mark and the team fully embraced the TAYA principles, launched a brand new website with shiny new lead generation features, as well as follow up systems and employed five new members of the team.

The results are phenomenal...

"Our lead generation has grown massively and we have now closed over £1 million of new sales which are directly attributable to this new strategy in just five months. Only annoying thing is that I should have done this when I saw Marcus speak years ago... Imagine where the company could have been if I did!"

SWIPE IT:

If you haven't already you need to read *They Ask You Answer* by Marcus Sheridan. Discover how to transform your content marketing to attract new customers.

HINT: It's about passionately educating your prospects.

Providing Value

SWIPE #66

Noel Guildford

guilfordaccounting.co.uk

Noel celebrates his best year EVER!

It's a double celebration for the team at Guilford Accounting as 2021 turned out to be their best year ever AND 2022 sees the business turn 20!

When the pandemic hit, the government launched all sorts of schemes to help businesses but there was a lot of confusion around eligibility and terms etc. so Noel decided to write emails, blogs and articles to help business owners understand what they were entitled to and how to claim.

As a result, he received lots of requests from business owners asking for advice... many of whom later became clients.

Noel had successfully built a reputation by becoming an authority in his sector... His credibility having helped so many (for free) during the pandemic sky-rocketed and it's this that really served him well.

Noel told us: "Freely giving help without expecting anything in return proved to be a great marketing strategy for us!"

Noel's fee income increased by a whopping 25% versus the same period for the previous year!

Cheers to your BEST YEAR EVER, Noel!

SWIPE IT:

Sometimes providing value without expecting anything in return can be a great way to bolster your reputation and make you the go-to person in your industry.

Try it!

Reviews / Testimonials

SWIPE #67

Adam Wilson

www.linkedin.com/in/adamwilson78

One small email tweak leads to a £12K sale!

Adam provides the music industry with super whizzy software. He has been in business for a while but has **relied heavily on word of mouth referrals**.

Adam knew he had a kick ass product and did a fantastic job to deliver his service to the world BUT he wasn't telling anyone about it.

In a bid to win more work, Adam has been working hard to put together a **proper sequence of engagement and follow up emails** BUT he felt that using testimonials in his emails was a little egotistical.

That was until...

His EC Coach convinced him to share the words of others with his prospects when **providing quotes via email**.

His latest quote was for a whopping **£12K contract**.

Adam hit send on his email (which was sprinkled with testimonials) and his **prospect accepted within minutes**.

Not only did Adam win the work but **the prospect noted that he chose Adam over his competitors due to his glowing testimonials in the email**.

Simple yet super effective. Well done Adam.

SWIPE IT:

Potential customers are much more likely to listen to the opinions of others.

Are you collecting reviews and using them in your sales process?

Try it!

SWIPE #68

Peter Mapp

mapps.org.uk

Peter Mapp is an independent mortgage advisor and insurance broker based in County Durham.

For over 25 years, he and his sister Vivienne, have been providing expert advice and dealing with their hundreds of happy customers.

Just like many of you, they had built up an amazing reputation and were renowned for providing an excellent service BUT were not systematic in asking for **reviews**.

Reviews can mean **the difference between someone doing business with you or not** and they are increasingly popular in helping prospects make purchase decisions in the tech savvy world we now live in.

So, with this in mind, Peter sent out **a simple email to all their past and present happy customers** to ask for their help.

In just two weeks they received **over THIRTY 5-star reviews** and a whole host of lovely comments which will now help prospects to see the amazing work that the team at Mapps do.

Super simple but has the **power to influence** and make a huge difference.

Remember: If you don't ask, you don't get.

SWIPE IT:

So send something as simple as the email below to your customers today:

[Hi NAME,]

I'm reaching out to my favourite customers asking them to leave us a quick review on [INSERT PLATFORM OF CHOICE].

It doesn't need to be very long, but nowadays reviews are so important and it would be a massive help :)

Here's the link (it should only take about 49 seconds!): [LINK TO PLATFORM](#)

Thank you so much in advance,

[YOUR NAME.]

SWIPE #69

Steve Wilson

wilsondesign.uk.com

With over 25 years experience in the world of design, Steve is well versed in print that gets results!

Last week, Steve **sent out 50 letters** to his past and current customers with the view to **collect some testimonials** and reviews.

He used Valentines Day and the theme of **'showing some love'** as an excuse to write and ask.

Steve packaged together a letter and a pre-stamped postcard, **costing less than £200** to print and send.

In less than a week, he's had seven **5* Google reviews**, a handful of returned written testimonials on the postcards, **5 new projects** worth over £500 AND has quoted on a project **worth £3,150!**

SWIPE IT:

It really does pay to remind people you're there and in this case, what's even more interesting is that Steve **wasn't trying to sell anything**. In fact, he hadn't planned to get any work off the back of this. He simply communicated.

Simple but very effective.

If you have a list, use it.

SWIPE #70

David Ruddle

www.thebestof.co.uk/local/eastbourne/

David is an EC Legend - having been around for almost 10 years!

He's the proud owner of the thebestof Eastbourne and this week is celebrating having **achieved over 500 positive reviews! Woohoo.**

David adopted '**The Moments of Power**' method of collecting reviews by Robert Cialdini which is all about **asking for them at the most opportune time.**

Since learning to ask when most appropriate, David has seen **systematic growth** in his collection of reviews which has not only greatly benefited his organic SEO but it also reinforces his credibility.

David's **prospects are confident in his expertise to deliver an amazing and reliable service** due to the abundance of insightful 5* reviews!

Thank you for the reminder David - that **"If you don't ask, you don't get!"**

SWIPE IT:

Don't forget, the easiest way to collect reviews and testimonials is pretty simple...

Just ask!

SWIPE #71

Claire Bareja

www.linkedin.com/in/clairebareja/

Claire helps salon owners to take their businesses from drab to fab and this week she shared with us her latest success with reviews.

Claire noticed that **her Google reviews were low** - she knew the importance of having them in place to **reinforce her credibility and gain the trust of prospects...**

So, to capitalise on this, Claire popped a **simple Facebook post on her page** to ask her raving fans and loyal followers to help out.

Within AN HOUR, Claire received **eight shiny new reviews on Google!**

A 'campaign' with **a spend of ZERO** but a return worth potentially thousands!

That's what we call... a RESULT!

REMEMBER: If you don't ask, you don't get!

SWIPE IT:

Why not pop a quick post on Facebook or Instagram asking for reviews? You might be surprised at the result!

Outsourcing

SWIPE #72

Gary Weston

Vision 2030

Gary is the newly crowned posterchild for outsourcing.

Gary and the team at Vision2030 are part of the Green Energy Revolution - reducing your energy costs one business (or home) at a time.

To make sure Gary wasn't spending his time **stuck in the day-to-day** and was instead focusing his attention on moving the business forward, he decided it was time to **outsource those '£10 an hour' jobs**.

The general day-to-day admin that was causing Gary to get stuck in the weeds... **Outsourced.**

The time consuming but essential task of appointment scheduling... **Outsourced.**

The marketing function responsible for new leads to keep his installation team busy... **Outsourced.**

Gary decided it was time to let the experts take control, rather than spreading himself too thin.

And it's paid off.

As a result of outsourcing all these tasks, Gary and the team at Vision 2030 had their **biggest week for installations EVER** and is now looking to **expand his team!**

Way to go Gary!

SWIPE IT:

£10 an hour jobs. The jobs that are pulling you away from the important tasks that could move your business forward (the £100 or £1000 jobs). Take some time to look at what you do on a day to day basis and ask yourself if you should really be doing them.

The £10 an hour jobs need to go! Try It!



Turn Up Like Nobody Else

SWIPE #73

Turn Up Like
Nobody Else

Cat Philip

Everything Sales UK

Cat is **new to the entrepreneurial world** having only setup her business in the last year alongside a full time job.

She attended the Convention last month and picked up lots of useful techniques to help her **convert her list of prospects into paying customers.**

This week, Cat was approached by a fellow EC member to pitch her services...

Instead of simply emailing over a proposal, Cat **hand-delivered her full colour, hard copy proposal** to the prospect alongside some Starbucks treats - **providing a real WOW.**

The result of some extra pizzazz?

A contract worth **a whopping £12K!**

Woop. Awesome result!

We're rooting for you, Cat!

SWIPE IT:

What can you do to stand out from your competitors?
Sometimes it's as simple as a nice treat.

Get creative! Try it yourself!



Google Business Profile

SWIPE #74

Rachel Foord

Rachel Foord - [linkedin.com/in/rachelfoord](https://www.linkedin.com/in/rachelfoord)

Rachel is a super-successful and well-established business coach - **helping businesses** implement fast, practical, no fluff marketing solutions.

She has MANY success stories but her most recent is an example of how making **small incremental changes** can have a **HUGE impact**.

Her client (a bookkeeper) enlisted the help of Rachel to help **attract new customers**. Without wanting to spend too much on marketing, Rachel helped her client utilise some **free strategies** that we're likely to help.

She started by looking at **Google Business Profile (GBP)** - a completely **FREE** and very powerful tool when used properly. Rachel ensured her client's GBP listing was **fully**

optimised and provided all the necessary information that a potential new client would need. They made changes to the **keywords, descriptions, photos, posts and asked some current clients for new reviews**.

She also helped implement a series of **carefully crafted follow up emails** that meant a super **quick response** when a new lead came in.

Within a week, Rachel's client received a call from a prospect - they had come across them on Google and had called straight from the listing.

After a brief conversation, the prospect became a customer and is **worth a cool £8K with the potential for more work throughout the year**.

Not bad for **ZERO spend**.

SWIPE IT:

Google Business Profile is an invaluable **FREE** tool available for Brick and Mortar businesses.

If you're not using one, or haven't claimed your listing, you're missing a trick!

SWIPE #75

Gary Bucci

gbmerchandise.co.uk

Gary has provided the likes of Coca Cola and Absolut Vodka with his fantastic promotional merchandise items and has **a long list of super happy customers** BUT after attending his latest EC Local Meeting where they discussed Google Business Profile (GBP), Gary knew he could **do more with this online listing to attract more prospects.**

GBP can be a great tool if used correctly.

It's a place to collect reviews, give updates to potential clients, promote your products and more! **It's a digital shop front** on the most powerful search engine there is.

And the best bit? **It's free!**

Gary decided to make the commitment to **improve his GBP listing** and after making some changes, Gary has already seen an **uplift in traffic to his website** from his listing!

AND... as a result of the improvements, Gary has **confirmed a massive £30K order** from a brand new customer.

All this from a little bit of work and a completely free tool.

Congrats Gary!

SWIPE IT:

Are you Google Business Profile? If you haven't created a Google Business Profile for your business you need to get started on that pronto!

When potential customers search for your services GBPs are the first thing that appear in organic results.

Turn up for free on Google and try it today!

Facebook Ads

SWIPE #76

Brendan Taylor

www.babyart.studio

A spend of £3,000 generates over £119,000 in sales!

Brendan owns an award-winning photography studio providing a franchise opportunity up and down the country.

His business has gone from strength to strength and there's one marketing campaign that has helped Brendan to reach this point...

A Facebook Competition.

"We started Facebook live giveaways during lockdown in 2020 and off the back of the success of them we continue to run them 2-4 times a year..."

Our most recent Facebook giveaway cost us less than £3,000 in Facebook ads and returned £119,000 worth of revenue!"

Brendan collects lots of leads from these competitions and once the winner is drawn, he sends everyone a runner up email which gives them £££s off a photoshoot. This is where he makes the BIG bucks...

"This is actually one of our least successful results from this campaign - in the past, we have seen returns of more than £243,000 off the back of a £5,000 ad spend!"

And now...

Brendan is on track for his BEST YEAR EVER thanks to this super duper Facebook competition!

SWIPE IT:

If you use Facebook Ads in your business, why not try Brendan's competition strategy.

Create a prize of value for your perspective customers and watch the entries roll in. The follow-up is where the magic happens, and where you turn entrants into customers!

Give it a try with your next campaign.

SWIPE #77

Deepak Oberai

wilmslowopticians.co.uk

Deepak sought the help of Nigel and his Inner Circle Group and presented them with his biggest issue – getting new customers through the door of his opticians.

Together, they came up with an irresistible offer that he would use to attract new prospects.

The offer: Win a new pair of glasses every year for 5 years!

This is a big-ticket prize but Deepak had worked through his numbers...

He knew exactly how much he could afford to spend to bring in a new customer and he knew at what rate he was likely to convert a whole bunch of new prospects.

The offer went out via paid Facebook Ads as a competition and generated 500 new prospects within a week.

The winner was drawn live on Facebook... then Deepak got to work on the follow up.

He sent a text message and email to everyone except the winner informing them they had won a runner up prize which was an impressive £100 voucher towards a new pair of glasses.

After running this exact campaign with the same offer for a fourth time, Deepak has been blow away by the amazing results it generates time and time again.

Total sales from the runner up follow up campaign now stands at £240k!

WOW. Impressive huh?!

SWIPE IT:

Competitions are a great way to generate leads for your business.

But make sure you know your numbers so that you can create a prize that is exciting for your prospective customers - without breaking the bank or giving away too much margin.

Try it yourself.

SWIPE #78

Brendan O'Neill

worldclassmusic-co.com

Brendan and the team previously ran a face to face musical tutoring business.

Obviously lockdown has had a profound impact on the business – as he and his team can't teach 1:1 like they used to so Brendan has launched a completely new worldwide brand which is allowing him to bounce back with even bigger potential by offering online musical tutoring lessons.

The launch was ten days ago, and he's had a hugely positive response so far.

"I've followed the Facebook Ad Accelerator format step by step and used the 27 ads over 3 pictures to ensure I split test and see what works best.

From that so far, we have now had 26 people say they want lessons, that's 26 new starters with a cost per customer acquisition of £4.33 each which will result in an annual revenue of £11,728 from these new students. I just now need to repeat this rhythmically!

Being able to diversify to a complete online model has been a move we probably could have made before, but we've been pushed into it as a result of Lockdown and as a result, we've reduced costs and there are simply NO limits to our potential now"

SWIPE IT:

If you're not using Facebook Ads in your business, you should seriously investigate it.

The key with any Facebook Ad campaign is to make sure you have multiple different ads. This way you can test what works best for your prospective customers.

SWIPE #79

Alex Murray and Sarah Rhodes

thebestof.co.uk/local/walsall

Alex and Sarah are the team that run thebestof Walsall.

During lockdown, they decided that they would run some simple **Facebook Lead Ads** as soon as shops and business in their local area were allowed to start trading again.

They invested a “huge” sum of **£300 on the ads** which were designed to capture the details of anyone that was interested in their offering. They simply asked for a name, phone number and business name and began **calling anyone that filled out the form.**

The results?

22 new customers who are all paying a monthly fee - the annual revenue is **worth well over £20,000.**

That's a cost of just **£13.64 per customer!** WOW.

We think it's the **best performing Facebook campaign of the summer...**

...unless of course you know different?!

Think you have a better performing ad? Reply and let us know!

SWIPE IT:

Facebook is the second largest platform for B2B advertising!

If your customers are businesses try adding Facebook Ads to your marketing strategy.

SWIPE #80

Liz Richards

gloucesterchiropractic.co.uk

Liz has built up an amazing reputation in her area over many years and has lots of happy customers who come back to her time and time again.

BUT, to drum up some new business, Liz decided to **run a Facebook ad campaign** in August which allowed people to **download a voucher** giving a generous discount off her Chiropractic services.

The ad ran for 1 week, had **72 downloads** and 56 of those booked an initial consultation call. **23 of the 56 became paying patients.**

Although the campaign was a roaring success with lots of people redeeming their voucher, **Liz knew she could do more to convert them** so created a simple **text message** to encourage them to book.

Last week, she sent 27 texts, received 7 replies and **3 bookings immediately!**

You see, it's not your customers job to remember to do business with you, it's your job to remind them!

In total, Liz **spent £642** and has **generated £7,342 of income so far!**

Impressive eh! What simple follow-up could you do this week?

SWIPE IT:

Have you been paying for leads but falling down on the follow-up?

Sometimes there's more sales to be had from your leads and simple additions to your follow-up process can add a few more conversions to your Facebook or digital campaigns.

SWIPE #81

Gary Farr

anthony-james.co.uk

Gary Farr is the owner of Anthony James Salon and he features in this week's edition of Sunday Success following amazing results from his **Facebook competition**.

When Lockdown was lifted the salon was **flooded with bookings** as everyone with a much overdue cut and dye made their appointments.

BUT... after the initial flurry, Garry found the **bookings had dried up** and he was struggling to get people in the salon.

After a session with his EC Coach, Garry settled on the idea of a **Facebook Lead Ad competition with a killer prize of free hairdressing for a year!**

He put the ads live and BAM!

£220 later he had 583 entries at 49p a lead!

That's **583 new email addresses** (and potential customers) he was able to add to his database.

After announcing the winner, Gary started the **follow-up with a runner up campaign giving each runner up an offer of half price cut.**

So far he's had **26 new customers** from the runner up offer and **made an additional £900** with lots more to come.

Awesome.

SWIPE IT:

Facebook Ads are a great way to get out to new potential customers. Why not think about a competition with a prize that will appeal to them. This gives you new contacts to market to both online and offline.

Try it for yourself!

SWIPE #82

David Inman

www.oldfieldosteopaths.com

In an attempt to **build his list** and spread the word about his business far and wide, David decided to **run a Facebook competition**.

The prize was to win **a years worth of treatments** including Osteopathy, acupuncture and sports massage - pretty attractive prize huh?

As expected, the competition brought in **BIG numbers immediately**.

Within a few days, David received **400 entries** (that's 400 new leads!)

The ads to promote the competition **cost £744**.

That's a cost per lead of just £1.86!

After following the advice in the **EC's Facebook Ad Accelerator**, David developed a **runner up campaign** - giving every runner up a half price assessment and treatment.

This strategy lead to **80 new bookings worth over £7,700** (in a single week!) from people taking up the half price offer and compared to his average of 8 new clients a week - we think that's a bit of a result!

SWIPE IT:

Remember when you write the follow up to phrase it positively.

"Congratulations - you're a runner up" is more likely to result in a purchase than "Bad News - you didn't win the big prize"...

Facebook Ads are only part of the strategy, it's the follow-up that counts!

SWIPE #83

Sam Sutton

Sam Sutton - www.newforestactivities.co.uk

If you've been in the Facebook Group recently, you will have seen Sam Sutton shouting from the rooftops about his recent success...

Sam has been implementing Facebook competitions to get new B2C customers - and it's going really well!

His first competition resulted in 1235 entries that lead to an impressive £3,000 worth of sales (as well as all those new contacts).

Last week, Sam and the team decided to roll out the competition again to a new audience - this time promoting their new kid's party service.

200 entries later, New Forest Activities had an extra £1,000 in sales and lots of new prospects on their long email list.

As Sam himself said, "the money is in the follow-up" and we couldn't agree more!

If you want to replicate Sam's success, take a leaf from his book and head to the EC's Facebook Ad Accelerator in the Vault for step-by-step instructions on how to implement a competition and follow up like a pro!

Well done, Sam!

SWIPE IT:

Remember the key to a great competition campaign is having a prize relevant to your business and what you do, that your customers will love to have!

Try it yourself!



SWIPE #84

Jim Bottomley

www.bottomley-opticians.co.uk

In an attempt to build his list with lots of new leads and spread the word about his business far and wide, Jim decided to run a Facebook competition.

The prize was to win three years worth of glasses - pretty attractive prize huh?

As expected, the competition brought in BIG numbers immediately.

Within a few days, Jim received over 400 entries (that's 400+ new leads!)

The ads to promote the competition cost just £380.

After following the advice in the EC's Facebook Ad Accelerator, Jim developed a runner up campaign - giving every runner up a discount off their next eye test and glasses as well as a free, personalised designer frames consultation.

This strategy lead to a massive £10,000 in sales from people taking up the offer and choosing Bottomley Opticians as their go-to eye experts.

We think that's a bit of a result!

Why not give it a go yourself?

You can access all the Facebook Competition information in the EC's Facebook Ad Accelerator (a step-by-step guide available in your EC Vault).

SWIPE IT:

The prizes don't have to be big. Sometimes creating a value-add offering as a runner up prize can be a great way to convert your entrants into customers.

SWIPE #85

Istvan Forgacs-Beregszaszi aka Steve

www.fbitattoolondon.co.uk

Steve is a lead generating MACHINE!

Using Facebook to his advantage, he's been running **a campaign to grow his list** (and boy has it succeeded).

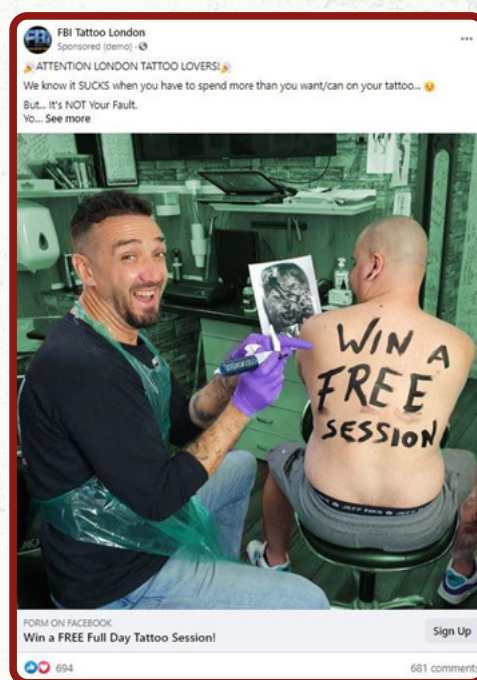
To date, Steve has **spent £470** on this particular Facebook Ads campaign with a competition to win a full-day sitting tattoo session, which is **worth about £650**.

This impressive prize has gained him **nearly 3,000 entries**.

Which means his current cost per lead is just 17 pence!

With **3,000 new leads** from the London area who are clearly interested in tattoos, Steve has added lots of new people to his list and will be **following up with all of them with an offer to 'get them in the seat'**.

Awesome.



SWIPE IT:

Not all competitions are quite as successful as Steve's free full day session. But it does go to show how creating a prize that is in high demand can create a lot of buzz (and a lot of leads). All of whom have raised their hand to say that they are interested in your type of service.

SWIPE #86

Helen Breward

www.helenbreward.com

Helen gets a 7x return on her investment using Facebook Ads

Earlier this year, Helen attended an EC event where she was advised that Facebook Ads might be her best course of action to gain new leads for her hypnotherapy training business.

She was dubious but with the help of the EC's Facebook Ads Clinic, Helen got her first ad live.

She ran the ad as a competition with a prize of a 'menopause relief training course' for existing hypnotherapists worth £297.

With 130 leads received and a spend on ads of just £225 - Helen's cost per lead is just £1.73!

Having announced the winner, Helen has since followed up with the remaining 129 leads and offered them a training course for a special price which has led to £1,800 worth of sales!

That's more than a 7x return on her investment and there's still lots of leads to go at!

A hot list of leads, thousands of pounds worth of sales and hopefully some repeat business too - all for just £225!

SWIPE IT:

After LinkedIn, Facebook has the biggest B2B audience on its platform.

It's a great place to market your business if your customers are other businesses!

Try It.

Neighbour Cards

SWIPE #87

Tony Holmes

doorsandworktops.com

Lockdown has worked wonders for Tony's business. Here's how...

"Lockdown has made me look at the business in a completely different light. It's got me and the team really excited... We started by working on our GMB listing - the results of this has been phenomenal. GMB currently contributes to around 350 website visits a month with conversions of approximately 13%."

In addition to this, there are TWO, **easy to implement strategies** that Tony has put in place which he attributes to most of their sales and success in recent months, these are:

1. Neighbour cards

"Our neighbour cards have given us a steady flow of enquiries."

2. Come Back To Us Cards

"The biggest ancillary contributor to business (I'd recommend this one to everyone) is the '**Come back to us**' cards which are a small postcard that we send to everybody we give a price to who doesn't actually make a decision to purchase.

Over the last 12 months we have done approximately **£46,500 worth of business** from this so it's absolutely worth doing - I think it cost us about **£300 in postage!**"

How's that for a return on investment?!

"The last few months have been better than I could have ever predicted and I am busy chasing my highest EVER July target."

An amazing example of the power of following up.

We're rooting for you, Tony!

SWIPE IT:

Come Back To Us Cards are a great adaptation of the Neighbour Card. Have you had any lapsed customers or prospects that have gone cold?

Rather than an email or a phone call, popping something in the post can be physical reminder they can't ignore!

SWIPE #88

Darren Smith

www.purple-rhino.co.uk

Darren is the proud owner of Purple Rhino - he and his team provide expert roof and exterior cleaning to the buildings of Kent, Sussex and Surrey.

Darren **setup his business in 2010** and until lockdown had only ever focussed on commercial buildings.

When lockdown hit and businesses were closing left, right and centre, **most of his contracts were lost** - Darren went from having a comfortable income to battling with the **decision to close the business and declare himself bankrupt**.

But, ever the optimists, he and his wife decided that they wouldn't let their hard work go to waste and started **targeting the residential market**.

They **used leaflets as their main marketing communication** with local people - distributing many thousands among the community. After a few days, **the bookings started to roll in**.

Darren implemented a version of the **'neighbour card'** and asked his customers to use **garden signs displaying his contact details** as two further attempts to drum up business - and it worked!

Darren has had to **employ another 8 more staff members** to keep up with demand.

He and his team are HOT on their numbers - using a daily scorecard to keep track of all their sales and leads which Darren tells us has had a massive impact on the business.

The results of all this hard work, determination and perseverance?

A 198% increase in profit monthly!

In August 2020, Darren turned over **£42,000...**

... this August, he achieved a whopping £125,000 - his best month EVER! Amazing.

SWIPE IT:

If you operate a business that visits people's homes then a Neighbour Card is for you.

Create an A5 Postcard that explains the work you're doing. Are you fitting a new kitchen? Updating the bathroom? Painting and decorating?

Then add your contact details so that the neighbours can get in touch and make their own enquiries. Drop them five houses down on either side of the house and five houses directly opposite!

SWIPE #89

Donna Obstfeld

www.dohr.co.uk

Donna has been a member of the EC for many years and over that time she has learnt that positioning herself as the best in her industry works wonders for the growth of her business.

As the owner of a **'multi award-winning HR practice'**, Donna is constantly on the look out for ways to position herself and **reinforce her credibility**.

So, she enlisted the help of our PR guru, **Greg Simpson** to help her get into the **National news**.

With some dark arts PR shenanigans from Greg - that's exactly what happened!

Donna appeared in the Metro last month commenting on a thorny HR subject that is sweeping the nation...

Donna **shared this post on her LinkedIn profile** and it's now had over **15,000 views!**

That's some seriously impressive reach which has resulted in **lots of calls and questions** as well as some **new clients** for the DOHR team.

Don't underestimate the **power of PR and positioning**.

SWIPE IT:

Getting outside help from the right sort of experts can be a great way to bolster your authority and make you the go to person in your industry!

From your local paper through to the national stage, publicity can be a great tool for your marketing.

SWIPE #90

Tamara Jackson

www.matchettsmusic.com

The stairway to success...

Matchetts Music is proud to be one of the few remaining independent, family-run businesses in Belfast city centre, celebrating its 86th year on the high street this year.

Owner Tamara, and her team sell everything from guitars to drums, violins, trumpets, banjos, harmonicas, pianos, keyboards and much much more.

Last week they were surprised to see music legend, **Robert Plant** **wander into their shop** and rather than let an opportunity pass them by, they took action - snapped a pic and have since **harnessed the power of PR.**

Tamara is constantly on the look out for ways to position herself and the music store as the best at what they do... she **shared a Facebook post** which gained over 2,000 likes, a reach of 26,000 and over 300 comments from music fans all over Belfast.

She then enlisted the help of **regional newspapers** - both Belfast Live and the Irish Post ran their story, resulting in **1000's of shares on social media** and more **free publicity.**

This is some seriously impressive reach which has resulted in **lots of calls and visits to the store as well as some new raving fans for the Matchetts Music team.**

How can you harness the power of PR?

SWIPE IT:

Small but exciting things happen in business all the time and sometimes it's difficult to know what will capture the public's imagination. But jumping on opportunities as they present themselves is key.

If Tamara hadn't approached her regional newspapers when her Facebook post went viral, she might never had gotten the free publicity across Ireland.

Are you missing opportunities for PR in your business?

Category of One / Positioning

SWIPE #91

Ian Frost

www.rainbowfrost.co.uk

Long standing EC member Ian Frost has hit his all time BEST EVER month in July having SMASHED his £6,000 target and he's thrilled. Not wanting to be badged as just another decorator, Ian has been on a mission to re-position himself as Northamptonshire's most trusted Kitchen Re-spray Expert and it's started to pay off.

He now has a niche and expertise which separates him from everyone else. With increased average job values and increased profits plus a great follow up system he's in the best shape of his business life!

Every week he tirelessly posts his

'Transformation Tuesday' Before and After pictures on his Facebook Business Page. Sharing these posts across local groups. All of this resulted in a July that has yielded 23 enquiries of which he's converted nine.

With a healthy monthly pipeline now rhythmically in place and a scorecard that keeps him on track (and accountable to his coach) - It's turning out to be a year that Ian can be proud of! With total sales reaching £13,000 this is Frosty's best month in the past six years.

He's enjoying doing what he does more than ever before! (and did we mention he's fully booked until October now).

Well done Ian!

SWIPE IT:

Have you got a Category of One?

What can you do to separate yourself from your competitors? Becoming less of a commodity and defying comparison by creating your category of one.

Do you have the most 5 star reviews in your local area? Are you the only one to offer a specific service? So you offer a guarantee that your competitors don't?

Whatever it is, wearing your difference as a badge of honour can really help to stand out from the crowd.

Have a think - what's your category of one?

Other

SWIPE #92

Aarif Merali

www.d2rcrossmedia.com

Turning a negative into a positive and securing thousands in the process!

Working in the print industry means that Aarif is being hit by the **hike in the cost of paper**.

Instead of simply putting up his prices to remedy the situation, Aarif devised a genius email to **build an early pipeline of orders** which would secure him thousands of pounds worth of work AND **save his customers money**.

Aarif was **proactive** and emailed his past customers (who had previously ordered Christmas related goodies).

He **sent 48 email** to notify his customers about the price rise. He gave them the opportunity to order for no extra cost if they did so before a certain time - **a deadline that certainly worked!**

Of the 48, **15 placed an order immediately** - generating an impressive **£8,745 in orders!**

He has spoken to each of the remaining customers who didn't place an order and they're all happy to pay the increased price at a later date and were thankful to Aarif for the transparency around pricing.

Moral of the story? **Deadlines get stuff done!**

SWIPE IT:

While this deadline was influenced by external circumstances, it also shows how transparency can help with your relationship with your clients.

Deadlines do get things done!

SWIPE #93

Jo Bonser

hcsuk.co.uk

A business owner on the brink to achieving her best year EVER

In February this year, Jo reached a personal low point with her business.

Her turnover had reduced by 30% as a result of the Government's decision to supply free PPE to care homes from July 2021 to March 2023 and she had to downsize her team.

Jo reached out to Nigel during an EC Clinic and although he recognised that she faced a huge challenge, he recommended she placed more focus on other areas of her business which were more profitable. Stop looking at the negatives and focus on the opportunities...

Since then, Jo has been busy developing new offers and services, implementing a significant price increase and new ways to pay as well as working on her follow up

campaigns and streamlining her internal processes.

The results?

Not one customer was resistant to the price increase and no one left as a result

- Achieved record sales and a net margin never previously seen in her 30+ years in business
- Increased conversion of enquiries due to a focus on follow up
- Reduced the annual wages overhead whilst maintaining a fantastic team
- Doubled the value of the business!

"The overall result is that at the end of August, just 6 months on from one of my lowest points, the business has undergone a huge transformation and has achieved higher profits in Q1 than it did for the whole of last year!"

Bravo, Jo! Much respect for turning things around. BIG congrats to you & your team!

SWIPE IT:

Getting sucked into the negatives can be a downward spiral that means you miss the opportunities.

Small changes can have big impacts, from increasing your prices to changing your follow up.

Taking a break from the day to day or getting an outside opinion can give you a different view.

SWIPE #94

Brendan Taylor

www.babyart.studio

“Why not spend 6k and make a quarter of a million...”

Brendan was a finalist in the National Entrepreneur Awards in the **‘Best Marketing Campaign’** category for his amazing success with Facebook Ads.

He’s been using Facebook Ads to **rhythmically bring in new leads** for his photography business for the last couple of years.

When Jimmy Carr introduced Brendan’s story from the EC stage at the Convention, he had some very interesting words of wisdom...

WHAT DID HE SAY?

“Jimmy Carr ripped us a new a***hole when he announced our amazing £3,000 spend with a £119,000 return and said why not spend £6,000 to get £250,000! Well guess what? We are!”

Brendan has this week, launched his BIGGEST EVER Facebook giveaway spending £6k on his ads!

With some tweaks he picked up from the Convention around building better landing pages, making his buttons bigger and **creating a better follow up process**, he is on track for whopping return!

“We are on track to potentially return £500,000 in revenue off the back of this!”

This is the result of **knowing your numbers** guys - powerful, powerful stuff!

How much can you afford to spend to acquire a new customer?

SWIPE IT:

Have you got a campaign that is yielding amazing results for your business? Why not scale it!

Once you’re on to a winner that’s bringing in customers at an affordable rate, increasing the geographic area, the spend, or the number of ads so that more people get exposure to what you do is a sure fire way to crank up that rhythmic acquisition of customers!

SWIPE #95

Emma Wynne

www.gatewayhr.com

£50,000 worth of business from referrals!

Inspired by the topic at her May Local Meeting, Emma and the team at Gateway HR decided it was time to get focused on referrals. She spent most of June mapping out and implementing a referral strategy with the aim of seeing a **rhythmic flow of new enquiries.**

First she focused on building partnerships with other businesses that have a similar client base and they're now referring clients between each other if their services are required.

Her next big task?

A bit of direct mail to her existing customers to get them referring too!

Emma created and sent out a piece of lumpy mail introducing the referral scheme and now her existing customers are entered into a draw for a chance to win Gateway HR's services for free, for as long as they are a customer, when they refer a friend.

Since launching the referral scheme Emma has had **four potential customers** referred to her, one of which is worth over £50k in business for her.

Do you incentivise YOUR customers to give referrals?

SWIPE IT:

People are more likely to take the word of a trusted friend or family member. So why not incentivise your customers to recommend you to their friends and family.

Small discounts the next time they order. A prize. Or a nice treat. Something you can offer to make sure that word of mouth marketing doesn't stop.

Try it!

SWIPE #96

Sue and Simon Ellis

envesca.co.uk

Sue and Simon Ellis are the owners of Envesca - an award-winning consultancy and support business providing training to all types of businesses in health and safety, first aid and social care, to name a few! They've been part of EC 'almost as long as Nigel!'

Sue carried out an audit of Envesca's online presence using the EC's **Business Inspector Audit Form** and was really pleased with their score having managed to tick off most of the points BUT there was one thing that she noticed they hadn't considered...

A live chat facility.

After some investigation, Sue signed up to a **free trial with Live Chat**.

She added the app to the website and within minutes, she received an enquiry for a training course.

That same day, another enquiry - this time from a consultancy prospect who went on to spend **over £1,000**.

In the last couple of weeks, the live chat facility has brought in **another couple of big consultancy enquiries** which Sue is confident they will convert.

The biggie though... **A booking for £4,500, training a team of 6!**

Not bad for a free trial test of a product and just £30 per month thereafter!

SWIPE IT:

Live chat facilities can greatly improve your conversion rates (provided someone is on the other end of the line).

It allows you to respond to questions quicker (and be seen as being SUPER helpful) and means you can move the conversation to an in-person meeting or over the phone conversation much faster.

SWIPE #97

Alex Proffitt

irissustainability.co.uk

Alex is a self confessed 'LinkedIn networking newbie'.

Having never done much more than simply setting up her profile and hoping that people would find her, Alex knew she needed to do more. So, she recently worked her way through the entire **LinkedIn Masterclass in the Vault** and discovered the best ways to utilise this social platform - properly.

Alex purchased **Sales Navigator** (a tool to help you find your target audience), **updated her profile** and began searching for people to connect with.

She wrote a **personalised connection message** to all those she requested to connect with, which read:

"Hi NAME, I came across your profile when I was browsing and it looks like we're in related industries. We're reaching out to businesses like yours to see if there's any way we can help each other during these strange times. It would be great to connect with you and see if there is any way we can benefit each other. Hope to speak soon, Alex."

After they accept, Alex finds out their specialist area and then **tags them in relevant posts and articles** - she has found this usually encourages further conversation.

All this effort has started to pay off as Alex has received her **FIRST EVER** sale via networking (properly) on LinkedIn, this week.

The sale is worth a cool £1,200.

Not bad for **10 minutes of her time and zero spend.**

Woop. There's more where that one came from...

SWIPE IT:

LinkedIn is a great marketing pillar if your business is B2B. Being helpful and providing value is a great way to build relationships and avoid the common trap of spamming prospects with sales messages.

SWIPE #98

Jenny Kilburn

synergosconsultancy.co.uk

Jenny steers the Synergos ship. She has many years of experience in improving and streamlining business systems and helping her hundreds of happy clients obtain crucial and valuable certification and achieve various means of compliance.

This year, Jenny decided that her and the team would **start sending out a printed newsletter** to keep their customers and prospects informed of all the great stuff happening in their business as well as giving **'shout outs' to their customers.**

Without realising it, Jenny's sharing of success became the reason for **a new massive contract worth £8,500!**

This new client had **been on Jenny's list for over 4 years.**

They'd had emails, calls, even face to face meetings but Jenny had never managed to 'get them over the line'...

...until now!

The prospect told Jenny that they were **inspired by one of her client success stories** to use her services.

A great example of not giving up on those tough cookie prospects and presenting information in a different way may well help to convert them.

Awesome news. Congrats on your new client Jenny. Keep the successes stories and newsletters coming!

SWIPE IT:

Staying in touch with your customers means staying top of mind. Incorporating the successes of your customers (as a result of your good work) is an excellent way to bolster your reputation and add the implicit endorsement from your customers.

Remember it's not your customers job to do business with you it's your job to remind them.

SWIPE #99

Sheila Granger

sheilagranger.com

Sheila is a practising hypnotherapist based in the UK, dedicated to helping other hypnotherapists to develop themselves and their businesses.

At the back end of last year, Sheila decided to run **a virtual group hypnotherapy session** where she would help her clients to 'drop a dress size'.

She used her **existing email list** and a **simple Facebook post** to promote the session.

The results were tremendous - Sheila had **67 people sign up** at £100 each, totaling sales of **£6,700!** And, with a **spend of zero to acquire them**, that's quite a result!

The results don't stop there though...

Sheila **monetised the session** further by having it transcribed. She used all the session notes to create a **new product** helping other hypnotherapists run their own 'drop a dress size' group online.

She **promoted this to her existing list of connections** and it went down a storm.

The new product (which took minimal time to create) brought in another £5,000!

A fab success story as a result of **thinking outside the box** and creating new and exciting ways to operate in the online and virtual world we're now living in.

SWIPE IT:

How can you monetise your existing content? Sheila turned a successful webinar into a training product for other businesses in her industry.

Do you offer any services that could (with some minor adjustments) be turned into a new product/service for a different market? Have think!

SWIPE #100

Steve Perry

www.pixal.co.uk

Steve Perry and his team at Pixal dedicate their time to helping clients to **achieve super-success with Google and Facebook Ads.**

The award winning team are swamped with success stories (too many to share here) but this week, they told us about their latest one...

Steve was approached by a prospect who had a Google Ads campaign running which was costing him **£158 per lead (ouch)!**

He needed the help of Pixal to bring the cost down and help generate more leads.

For every £1,000 in advertising they were spending, they were **only getting six leads in return.**

That's leads, not sales.

Enter Pixal...

By getting a handle on their **keywords** (and negative keyword list) they were able to fine tune and spend that advertising budget on better quality keywords.

This resulted in **a reduction in their cost per lead from £158 to £13!**

AND... on top of that they **increased the click to conversion rate from 1.23% to 7.73%** so now, for every £1,000 their client is spending they're getting 77 leads.

Awesome.

SWIPE IT:

The biggest win for Steve and his client was getting to grips with the client's negative keyword list (something that had been largely ignored up until this point).

Your negative keyword list prevents you from bidding on search terms that aren't relevant to your business or the product you are advertising.

It's a simple yet extremely effective way to improve your Google Ads. When was the last time you looked at your negative keyword list?

SWIPE #101

Ian Frost

facebook.com/RainbowFrostDecor

Ian (lovingly known as 'Frosty' within the EC) is celebrating this week having just achieved his best month EVER in business.

He specialises in kitchen makeovers and transforms tired and dull spaces into wonderful worktops and fabulous food prep areas (using paint, wraps and coatings only - Ian transforms kitchens without the hefty price tag!)

Back in February, Ian and his EC Coach set a goal to gain a record number of bookings in March - and that he did!

But how?

There's no elaborate or complex campaign to speak of - instead, an example of how **communication** and **'simple things done well'** can have a massive positive impact.

Ian took to Facebook and started sharing his amazing **before and after photos** on his page and in local groups.

He did this on the same day each week - it became known as 'Transformation Tuesday' and got **lots of attention**.

After a few simple **(and completely FREE)** Facebook posts, Ian was inundated with Facebook Messages from excited homeowners, all keen to get booked in for a kitchen makeover.

The result? A 50% increase in enquiries and bookings - his best month EVER.

Not bad for a spend of ZERO!

SWIPE IT:

Finding groups full of your ideal customers can yield amazing results if you become an avid contributor. It's not about spamming with sales messaging, but posting about successes, commenting and offering advice about things relevant to your services, and being consistent.

This way you always appear in your customer's newsfeed.

Try it.

SWIPE #102

Phil Coleman

www.barlowblinds.com

Phil is the owner of Barlow Blinds - a super successful, family run business that was founded in Leicester in 1887!

Having gone from strength to strength, Phil is no stranger to Sunday Success.

Recently though, Phil noticed that his conversion rate from initial quote to sale was dropping...

So, he tested a super simple tactic last week that is already paying off!

Phil has been leaving his bank details on all the paperwork when he's quoting for work in a prospects home.

In the space of a week, Phil received 12 deposits - paid straight into his bank account without even following up the quote!

Making it easy for potential customers to go ahead and pay immediately makes so much sense!

Simple but massively effective.

Awesome.

SWIPE IT:

Removing unnecessary barriers for your customers, and therefore making the purchase that much easier, can transform your conversion rates just like it did Phil's.

Try adding your details to your quotes today!

SWIPE #103

Mark Hammond

www.abacusmarqueehire.co.uk

Mark is the proud owner of an award-winning marquee hire company - providing marvellous marquees to **thousands of happy customers** up and down the country.

As Mark's target audience are party-people and events organisers, he was understandably **hit hard when lockdown was announced**.

He lost out on lots of business as a result and has had a difficult year, to say the least.

HOWEVER...

As the world starts to plan for some sort of normality and events are no longer a thing of the past... Mark and his team have been busy trying to pull in some business.

With **a goal, a deadline and an incentive** in place - Mark and his team reached out to their **long list of prospects and past customers, picked up the phone** and booked in events which exceeded their goal for the month!

They're celebrating **a whopping £200K month!**

Incredible. It clearly pays to **pick up the phone and communicate**.

You guys are 'gonna be busy! :)

SWIPE IT:

Deadlines get things done!

Whether it's a deadline for staff or a deadline for an offer to your customers. Deadlines force people to take action to amazing results!

Try it!