



How to Get More Clients for Free - In Less Than 7 Days

Sigrid Gangsoy

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GET MORE CLIENTS for FREE

"Get More Clients for FREE" has been hailed as a valuable resource for small business if you want to attract clients and customers to your business with a myriad of low and no cost marketing strategies.

Sigrid's book talks about both off-line and on-line marketing strategies that can be used by most small businesses no matter what industry they are in.

Marketing is one of the areas least used and understood by small business and this book will clarify the many strategies you can use to propel your business forward.

If you're already in business you'll realize how important it is to market your business but also to make sure that the expenses are as lean as possible. You can blow the budget very easily on high cost and low results marketing and advertising. I have always been interested in business and always trying to figure out what works and what doesn't.

I could see that many small businesses weren't devoting enough time and energy to marketing to get their message out there. With this in mind, I was encouraged to write this book to support small business people, both retail and service providers, to put in place, no and low cost strategies to propel their businesses to heights they only dreamt about.

F R E E I hear you say - "That's impossible - nothing's F R E E...." and whilst I would agree with you - as it's always a matter of time or money, and sometimes both. The majority of the strategies I've laid out in this book are either F R E E or, at the very least, extremely low cost - If you already have several resources in place, for example, your computer, printer, internet connection and some stationery, you will be well placed to start on these strategies immediately.

In fact the best strategies for a small business are the F R E E ones. If you have a large marketing/advertising budget you could well "blow the budget" in no time at all. If your budget is extremely tight, or at worst case, non-existent, you will be more inclined to learn the different strategies that will allow you to maximize available resources. You'll take advantage of the strategies that will allow you to extoll the benefits to your potential and existing clients and then elaborate the features of your product or service.

I've been in business for the majority of my life - owning and operating various businesses and occasionally opting to be an employee. I must confess that in all the time I've been in the business world this is probably the toughest I've seen it.

One of the most important things that you must do if you are to survive these difficult times is to "Always Be Marketing" and at the same time making sure you're building relationships and caring for your clients as if they were your dearest friends.

And just one last tip, when you have a business that's full to capacity - keep on marketing!

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