

About Building YOUR Business

A new Distributor could approach building their

Business With this mind-set.

First and foremost I would recognize the value of the business that I am beginning.

Quite likely this is, and will be, the very best Business Opportunity I will ever have.

I will be grateful and truly enjoy the realization of my Business's potential.

This is indeed a cash cow. I am building an ongoing stream of income with a work load that actually decreases in time.

I realize that each client that I obtain for my base will contribute to my future income.

This is not complicated; all I need is a total of 20 advertisements in each Directory.

First I build a client base, and then thereafter, I service them.

I will be fearless. The service and pricing I offer are remarkable.

I am happy to help the businesses in my community. I will enjoy my role as a Goodwill Ambassador.

In looking at my business I would expect that my price point of \$1.50 - \$2 per day for an ad is irresistible.

I certainly could get more on renewals and as my business developed, but \$50-\$90 per month advertising cost to an advertiser would be more than reasonable.

I would recognize that what I am selling is income.

If a business were to advertise with a coupon and get 60 coupons back (just a modest 3% return on 2,000 distributions) with an average purchase of \$15- \$50 per coupon that would mean they would have received \$900-\$3,000 on that \$50 - \$90 expense.

So it seems reasonable to me that I would have a high percentage of renewals.

The most important thing I could do is to get advertisers in for a first time.

I realize that one, four or eight publications would generate a very good income on a regular ongoing basis.

On top of that I would recognize that I could sell this business at some point in the future and this asset could be worth tens of thousands of dollars.

Now how would I approach getting my advertisers?

Basically, I would do anything to get an advertiser on for the first time recognizing that after they have become an advertiser and had a great result they will renew.

I would provide incentives, discounts, deferred pricing, or any other reasonable actions and I would look to get referrals.

My objective would be to get that advertiser to begin to advertise with me and that I was building a client base, one that would provide me with a long term great income.

The most important thing is establishing a client base. It only has to be done one time, so it is worth the effort to go out and do it right.

Choosing the right advertisers is all-important to get a high renewal rate.

The better result they have the more likely they would renew.

Some of the methods that I might use on the first publications would be to allow for lower prices or multiple publications, discounts or deferred pricing, taking some amount down and the balance upon renewal.

In general I would be willing to sacrifice a certain percentage of profitability on the first publications recognizing that as these advertisers have great results, there would be no problem getting full price and then renewing.

I would be sure to let the advertiser know that there are a limited number of ad spaces in each publication (20). Once they are spoken for, they likely are gone for good.

Also tell them that on renewals you would get the same ad space. Right now you can pick your preferred ad location, then you would retain that ad space for as long as you renewed.

So bottom line, whatever it took to get an advertiser on once, is what I would do, and I would recognize that I was building a client base that would provide me with income for the long term.

Get each of the publications out as soon as possible.

Each mailed publication starts the renewal cycle and creates buzz and creates interest from other potential advertisers.

If need be, to accelerate a publications completion, I would contact some lower priority advertisers in the service sector (carpet cleaning, landscaping, etc.).

Also, I would solicit out of area advertisers who have a large market area; however I want to keep the appearance of the publication to be primarily local Next Door advertisers.

For four publications with 20 ads, I would only need 80 ads.

The number of advertisers could be much less because many could buy into multiple publications.

A client base of just 30, 40, or 50 advertisers could fill up four publications.

A progressive business owner that is benefiting in one publication will very likely go into all four (each publications represents different distribution sites).

I would have a goal to have my client base established for two publications in one to two weeks

The first part of my business actually is getting new advertisers.

The second part (after the publications are filled) is a PR/Customer service role with an occasional replacement advertiser.

Each advertiser could conservatively contribute \$500 - \$1,000 per year to my income.

I would want to provide them with exceptional customer service.