

# LOCAL BUSINESS MARKETING

*The Marketing Guide for Local Business Owners*

**April 2022**

## **15 Ways to Improve the Customer Experience on Your Website**

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*Traditional Marketing vs. Content Marketing: Is One Better Than the Other?*

*6 Email Marketing Mistakes That Can Doom Your Business in 2022*

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*3 Ways You're Compromising Your Customers' Trust*

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*5 Tips for Managing Your Brand's Reputation*



**Infographic:**  
Blog Post Ideas for  
Businesses in 2022

**FREE!**

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Greetings!

Thank you for taking a few minutes to read through this month's issue. We develop this magazine each month with the hope that the information we feature will help you achieve (and exceed) all of your goals.

Once again, we've packed this month's issue full of interesting articles and tips that you can apply immediately to help you grow your business.

In this month's issue, you'll find another variety of articles covering many topics that are important to business owners. We hope you enjoy the articles on Brand Reputation, Customer Trust, Customer Experience, and other topics.

If you're not already receiving this magazine regularly, we suggest you add your email to our subscriber list. We have some exciting articles already in the works for the upcoming issues. Don't miss out!

If you find the magazine helpful, and know other local business owners that could benefit from receiving our magazine each month, please do us (and them) a favor by forwarding a copy to them.

As always, we welcome any comments or questions you might have, as well as the opportunity to explain how we've been able to help businesses just like yours.

David Akers  
President / CEO  
LMS Solutions Inc

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# A Little About Us

Local Business Marketing Magazine is proudly provided by LMS Solutions, Inc.



LMS Solutions was developed to give businesses of all sizes the ability to leverage the same cutting-edge marketing platforms that the Fortune 500 organizations use, at extremely affordable rates.

We offer an extensive catalog of cutting-edge Local Online, Mobile, Social, Pay-Per-Click, Video, Web and Direct Marketing Media Programs. Whether you're a small business, medium business, or non-profit organization, our programs can help you find greater success.

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# Marketing Calendar

Plan your marketing messages around these upcoming holidays and proclamations.

## April

Parkinson's Awareness Month  
National Volunteer Month  
Autism Awareness Month  
Sexual Assault Awareness Month  
National Humor Month  
Lawn and Garden Month  
Stress Awareness Month

April 1st - April Fool's Day  
April 15th - Good Friday  
April 17th - Easter Sunday  
April 15th to April 23rd - Passover  
April 27th - Administrative Professionals Day (US)  
April 22nd - Earth Day

2nd - Autism Awareness Day  
6th - National Student-Athlete Day  
7th - Burrito Day  
7th - No Housework Day  
7th - Beer Day

7th - National Walking Day / World Health Day  
8th - Day of Silence  
9th - Winston Churchill Day  
10th - National Siblings Day  
10th - ASPCA Day  
11th - National Pet Day  
12th - Grilled Cheese Sandwich Day  
13th - National Scrabble Day  
15th - Titanic Remembrance Day  
18th - Tax Day  
19th - Wear Pajamas to Work Day  
20th - Look Alike Day  
22nd - Jelly Bean Day  
23rd - Picnic Day  
23rd - World Book Day  
26th - Pretzel Day  
26th - Get Organized Day  
28th - Take Your Daughters and Sons to Work Day  
28th - Superhero Day  
30th - Adopt a Shelter Pet Day  
30th - Bugs Bunny Day

## May

Mental Health Awareness Month  
Military Appreciation Month  
Employee Health & Fitness Month  
National Pet Month  
National Barbecue Month  
National Blood Pressure Month

May 1 - May Day  
May 5 - Cinco de Mayo (US)  
May 8 - Mother's Day  
May 30 - Memorial Day (US)

2nd - International Harry Potter Day  
2nd - Brothers and Sisters Day  
3rd - Teacher Appreciation Day  
4th - Star Wars Day  
5th - Hoagie Day  
6th - Nurses Day  
7th - Fitness Day  
9th - Women's Checkup Day  
10th - Shrimp Day  
10th - Clean Your Room Day

11th - Technology Day  
11th - Eat What You Want Day  
13th - Fair Trade Day  
13th - Apple Pie Day  
15th - International Family Day  
15th - Chocolate Chip Day  
15th - Peace Officers Memorial Day  
16th - Mimosa Day  
16th - Love a Tree Day  
16th - Barbecue Day  
20th - NASCAR Day  
20th - Bike to Work Day  
20th - Endangered Species Day  
20th - Rescue Dog Day  
21st - Whisky Day  
21st - Armed Forces Day  
24th - Brother's Day  
25th - Missing Children's Day  
25th - Senior Health & Fitness Day  
25th - Wine Day  
26th - Ascension Day  
28th - Brisket Day





# 15 Ways to Improve the Customer Experience on Your Website

If you're like most business owners, you want to provide the best possible customer experience on your website. After all, happy customers are more likely to return and make a purchase. When it comes to your website, the user experience is key. Here are 15 ways you can improve the customer experience on your website.

## **One: Use Responsive Design**

More and more people are using smartphones and tablets to access the internet, so it's essential that your website is responsive. That means it will automatically resize and adjust to fit any screen size, whether it's a desktop computer, laptop, smartphone, or tablet.

Responsive design isn't just a trend; it's now an industry standard. If you don't have a responsive website, you're missing out on potential customers.

## **Two: Create Easy Navigation**

The most important thing you can do is make your website easy to navigate. If a customer has trouble finding the products or information they want, or if the checkout process is confusing, then it's likely that they'll abandon their cart or endeavor and go elsewhere.

You don't want to overwhelm viewers with too many options, so keep the main navigation simple. Use clear and concise labels and place the most important links

in a prominent location. Make it easy for your customers to find information. That means having a search box where they can look up product names or categories, a FAQ page with answers to common questions, and other ways people can locate what they're looking for without needing assistance from customer service.

## **Three: Avoid Flashy Banners and Music**

Some business owners think that the flashier and louder their website is, the better. But in reality, this can be off-putting for customers. They don't want to visit a website that's constantly bombarding them with an abundance of busy ads or music they don't want to hear.

It's essential to keep your website's design simple and professional. Stick to neutral colors and avoid using too many animations or graphics. If you do have audio on your site, make sure it can be turned off easily.

## **Four: Provide Quality Content**

Content is king, and that's

especially true when it comes to websites. If you want to keep customers engaged and coming back for more, you need to provide quality content that's relevant to their interests.

This means publishing blog posts on a regular basis, sharing engaging social media updates, and offering helpful resources such as eBooks and whitepapers. When customers see that your website is a valuable resource, they'll be more likely to return in the future.

## **Five: Use Images and Video**

If you want to keep people engaged, don't just rely on text. Photos and videos are a great way to tell stories about your products or services in an engaging format that's easy for customers to consume.

Use high-quality images throughout your website, especially on product pages and landing pages where they will have the most impact. And consider adding video content as well -- YouTube is one of the largest search engines online, so it pays

off big-time when you create quality videos with valuable information in them!



### **Six: Make Sure Your Website Loads Quickly**

One of the biggest complaints customers have about websites is that they load too slowly. If your website takes forever to load, people will get impatient and leave. Your site should load in less than three seconds.

To speed up your website, try optimizing your content and evaluating your plugins. Website plugins are known to weigh websites down, as are oversized images.

### **Seven: Include Clear and Concise Calls to Action**

Your website should include clear calls to action that encourage customers to take the next step. When a customer visits your site, you want them to know exactly what they need to do in order to find out more about

your company or make a purchase from you. If people aren't sure how to proceed, they'll leave and go elsewhere for answers.

### **Eight: Keep Your Website Current**

One of the best ways to keep customers coming back is by keeping your website current. That means regularly updating your content, redesigning your layout, and adding new features.

If you don't update your website often, people will get bored and go somewhere else. Show that you're an active business with a vested interest in providing quality information by making sure your website is always fresh and up to date.



### **Nine: Test Your Website on Different Browsers and Devices**

Not everyone uses the

same browser or device, so it's important to test your website on a variety of different browsers and devices. This way, you can make sure that your website looks great and functions properly on all of them.

You don't want customers coming to your site only to have it look completely different or not work at all because they're using a different browser than you expected.

### **Ten: Use Professional Web Design Services**

If you're not confident in your ability to design and maintain a quality website, consider hiring a professional web design service. These companies have experts who know how to create an effective site that's easy for customers to navigate.

### **Eleven: Listen to Customer Feedback**

Your customers are the best source of information about what does or doesn't work on your website. Listen to their feedback and make changes accordingly. They'll appreciate it!





### **Twelve: Add Social Media Buttons**

People love sharing things online when they find an article or video interesting enough, so give them the opportunity to do so by adding social media buttons to your website. This will help spread the word about your company and increase traffic to your site.

### **Thirteen: Use SEO Tactics**

Search engine optimization, or SEO, is the art and science of improving the ranking of your website on search engines like Google. By using effective SEO tactics, you can ensure that more people will see your website when they're searching for information related to what you offer.

### **Fourteen: Make it Easy for Customers to Contact You**

One of the best ways to improve customer satisfaction is by making it easy for customers to contact you. Include prominently placed contact information on every page of your website, as well as an easy-to-use contact form. Make sure you have a system in place to quickly respond to customer inquiries so that they feel valued and appreciated.

### **Fifteen: Use Live Chat Support**

Another way to make it easy for customers to contact you is by using live chat support. This allows customers to communicate with a representative from your company in real-time, which can be helpful for resolving any issues they may have.

Offering live chat support can also help increase customer satisfaction and loyalty.

By following these tips, you can create a website that provides a great customer experience.

Keep in mind that it's always important to listen to feedback from your customers and make changes accordingly. Use these tips as a starting point and tweak them to fit the needs of your business.

When designing your website, keep in mind how you want customers to feel when they visit. You want them to be excited about what they see, so use prominent colors like reds, oranges, and yellows on buttons throughout the site. It's also important to keep your website current by regularly updating content, redesigning layouts, and adding new features.

Don't forget that people are more likely to spend time on a website if it feels like home. As such, make sure there's plenty of white space around text blocks and images, so they're easy for visitors to read or view without being overwhelmed by clutter.

If you follow these tips, your website will provide an excellent customer experience! Just remember, it's all about the details.





## Traditional Marketing vs. Content Marketing: Is One Better Than the Other?

Traditional marketing has been around for decades, and many businesses still practice this form of advertising and promotion. The traditional marketing approach involves print media, direct mailings, radio ads, and TV spots. However, with the rise of technology, content marketing has become increasingly popular among both small entrepreneurs and large corporations alike as it's cost-effective to create high-quality content with little more than time and effort.

## **Advantages of traditional marketing**

Traditional marketing can be a fantastic method to generate leads for a business. It involves creating ads that will be consumed by potential prospects, attracting them to a compelling offer.

One of the main benefits of traditional marketing is that it's a very efficient way to reach a lot of people. You can place your ad in front of millions of potential customers.

Another benefit of traditional marketing is that it allows you to target your audience very specifically. You can target people based on location, age, gender, interests, and more. This allows you to reach the right people with your message, which increases your chances of generating leads from those people.

## **Pitfalls of traditional marketing**

One of the main disadvantages of traditional marketing is that it is not as flexible as newer forms of communication. For example, you may have to create your message

weeks or months before an ad runs. Even daily newspaper ads may require a lead time of several days. Changing broadcast ads requires time and additional production expenses. Yet, a business can change Facebook pages, send tweets, or update a website in a matter of minutes.

Another drawback of traditional marketing is that it is difficult to track the success of an ad campaign. Print and broadcast outlets provide media kits with audience demographics, but once a magazine is delivered, a paper is printed, or a radio spot is aired, there is no way to know for sure who read, heard, or saw your ad. This can make it difficult to determine whether the campaign was successful.

While traditional advertising is still popular, it can be quite expensive. To buy TV spots, you'll need to commit to spending thousands of dollars. And that's just for the airtime -- you'll also need to pay for the development of your commercial. Radio ads can be less expensive, but they usually don't have the

reach of TV spots. Print ads are the cheapest option, but they also have the lowest reach.

## **Advantages of content marketing**

Content marketing can help businesses build trust with a specific audience. By creating and sharing valuable content, businesses can connect with prospects and drive traffic to their site.

Additionally, content marketing is cost-effective, as it requires minimal investment and can be executed through various channels. While some companies choose to hire content creators, producing quality content consistently only requires some time and effort.

Content marketing can help a business be found on search engines. Creating keyword-optimized blog posts and videos will draw attention from search platforms like Google and Yahoo, which leads to higher page rankings when a prospect searches for a solution to a problem.

## **Drawbacks of content marketing**

While content marketing is a wonderful way to attract

new customers and boost your business, it does have some drawbacks. Probably the biggest disadvantage is that it takes time to see results. Businesses often are not willing to invest the time needed for a successful content marketing strategy and give up before it brings any significant website traffic gains.

It can be difficult to keep your content marketing strategy fresh and unique, especially with any real experience creating content. Without new ideas injected into a content marketing strategy, visitors will lose interest quickly and forget about your company.

A business must develop a good search engine optimization (SEO) strategy to get the most out of content. Bad SEO and poor content will get left behind by the search engines and quite possibly never even be indexed,

meaning no one will ever see it.

Keeping up with the latest trends in content marketing can be frustrating. The latest technologies and Google's algorithm updates are continuously influencing content marketing best practices. You will struggle to remain competitive and relevant to your audience if you cannot devote enough time to keeping up with these changes.

### **The main difference between content marketing and traditional marketing**

The distinction between the two is that content marketing is a permissive marketing approach, whereas traditional marketing is an interruptive one. Traditional marketing hits customers while they are doing something else, such as watching television, reading a magazine, or listening

to music. While there are interruptive digital marketing strategies, most of the time, people discover content. They consume it whenever they want to, and usually, they have given permission to be marketed to.

Businesses have used traditional marketing methods to attract leads and sales for a long time. While sometimes expensive, traditional ads can bring in leads quickly, but will stop working once a business stops paying. On the other hand, while content marketing takes time to see results, it can be just as effective. Yet, superior quality content brings in prospects for months or years without spending any additional money. Both forms of marketing have advantages and disadvantages, and businesses must find a simple, affordable balance between them to survive and thrive.



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# BOOST YOUR BRAND

## 5 Tips for Managing Your Brand's Reputation

A business's reputation matters. The internet has reduced the size of the world and given people the ability to share information quickly. It's made the world a bit cozier, but it's also meant that one bad review can travel around the world in a matter of seconds.

Brand reputation is about managing the perception of your company. The adage of thinking before you speak rings true in this area. The Internet and social networks have made it easier for customers to share their thoughts, both good and bad, about their customer

experiences. Negative reviews can be damaging, while positive reviews help drive sales. But how do you foster good reviews, deal with negative ones, and monitor and protect your brand?

It's important to monitor and protect your brand reputation at every possible touchpoint, including social media channels and customer service interactions but remember that a few negative comments do not define your online reputation. It's still possible to have a positive online reputation even if there are some unhappy

customers out there.

### **Monitor Your Company's Name and Brand**

The first step in reputation management is to know who is talking about your business. Track mentions of your company and know what is being said about your company. You could use a reputation management firm to do this, or you can also do it yourself.

To monitor your company's name and brand yourself, set up Google Alerts for any mentions of them in the news, on blogs, or on



social media. You can also use a free tool like Mention to monitor mentions of your business on the Web.

Also, monitor online reviews on sites like Google Local and Yelp. Be active on social media and monitor social media platforms for mentions about your business.

## **Respond to Negative Reviews**

Getting a negative review is painful, especially if you feel like you don't deserve it. What should you do? Respond! You should always reply to reviews, both positive and negative. This shows potential customers that you listen and care about what they have to say. If someone leaves a negative review, let them know you're sorry for their experience and try to make things right by offering them something

like a discount on their next purchase.

Even if you feel a negative review was unfair, choose your battles. Don't fight every bad review, especially if it's an isolated incident. But if you get a lot of similar complaints, there might be something worth addressing. Take the information in a negative review into consideration. Does it point out a problem your company needs to address? Negative reviews can be a blessing if they identify a weakness in your business.

## **Use Social Proof**

One of the most important aspects of reputation management is getting customers to leave positive reviews. The task itself is simple, but getting it right requires marketers to know exactly how and when to ask customers to write a review.

## **The best times to ask are:**

After a purchasing event. This is the number one time to request a review, no matter what type of product or service you offer. When someone makes a purchase, they are satisfied enough with your business to spend their money. This is the perfect time to ask for a review because they're more likely to share a positive experience than at any other time.

After a customer service interaction. When someone has an issue with your product or service, chances are they'll contact you via phone or email to help them before they take their complaint public online. When this happens, you can convert an unhappy customer into an advocate by resolving their issue and then asking

for an honest review (as long as the solution was satisfactory).

Encourage people to leave reviews on Google and Facebook by sending them emails after a transaction or visit. Make it simple for them by including a link directly to your business page on each site.

### **Watch Your Personal Reputation Too**

Your personal reputation can impact the reputation of your business. When people search for you online, are they finding positive press about you or are they finding negative content?

In the past, people often searched for a business name to find information about it. But now, many people also look at the founder or CEO of a company too. If you have a strong personal brand and online presence, this can only help your company's image.

While your business may be a distinct entity from yourself, you cannot always keep the two separate. The way others perceive you personally can affect the way they

look at your business. That is why it is important to practice good reputation management on a personal level and ensure your online profiles are up-to-date and accurate.

Also, be proactive about things that could harm your reputation. For example, if someone quotes you in an article, review the piece before it's published. If you disagree with something said about you or your business, don't hesitate to ask for a correction or clarification.

### **Become a Thought Leader in Your Industry**

#### *Are you a thought leader?*

Build your brand's reputation by becoming a thought leader, someone who is sought for advice and expertise in your industry.

To achieve this level of trust, you need to be visible online and offline and show up where people are looking for information about the products or services you offer. You also need to demonstrate your mastery of the field through blog content, social media interactions, webinars, and conferences.

Thought leaders are also active contributors to their industry's online discussion, sharing ideas widely on social media and other channels. In other words, they are often at the center of a storm of useful information and commentary.

Imagine how it would build your brand's reputation if you and your business were thought leaders in your industry. It takes time and patience to become an industry leader, but it is worth the effort. Be active on social media, share your ideas, and network with other thought leaders in your field.

A company's reputation is one of its most valuable assets; it attracts and retains customers. A business with a reputation for reliability and value has a competitive advantage over those that don't. A strong brand name, good customer service, and positive online reviews can all be major drivers of revenue, while a poor reputation can seriously impact your company's ability to attract new customers and retain existing ones. Use these tips to manage it.



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# 6 Email Marketing Mistakes That Can Doom Your Business in 2022



Email is one of the most powerful ways to market a business, generating more leads than any other marketing method. However, without proper planning and advice, you can tarnish your brand reputation. Thankfully, these email marketing mistakes are easy to avoid, and you can turn them into free email marketing lessons. Here are five email marketing mistakes to avoid in 2022.

## **Failure to Respect the Inbox**

You might be tempted to buy a list of contacts from a third-party service but resist the urge. When you send an email to people who didn't sign up for your newsletter, they have no idea who you are and what your product is about.

Even worse, if someone gets an unsolicited email from you and doesn't recognize your company, they're likely to ignore it or report it as spam. When this happens your sender score takes a hit and future emails end up in junk folders instead of inboxes where they belong. This is a terrible way to start a relationship with new customers.

Instead, focus on building up your list organically by giving people incentive to sign up for your emails like offering coupons or early access to products and services. You could also send them useful information such as free reports or eBooks in exchange for an email.

Always require a double opt-in. The EU's privacy regulations have forced marketers to clean up their lists and start taking list management seriously. One way to prevent dead emails or spam traps from making their way onto your list is by requiring new subscribers to confirm their sign-up via email. This method also prevents people from accidentally signing up for your newsletter if they don't want it. (We've all signed up for something before we realized we didn't want it.)

## **No Segmentation or Targeting**

If you're sending emails to everyone on your list, you're missing the opportunity to segment and target, which is one of the most useful ways to make the most of your email list. By dividing your customers

into groups based on factors like age, gender, geographic location, and even customer lifetime value, you can send highly targeted emails that your customers are much more likely to open and engage with.

Segmentation is the most powerful email marketing tactic. It allows you to send more targeted messages to your subscribers, and that leads to better results. It also engages them more effectively because the message is relevant and personal to them.

## **Treating Email as a Marketing Campaign**

Having an active email list is crucial to the success of an online business. But many businesses get this wrong by treating their list as a marketing campaign.

When you treat your email list as a marketing campaign, you're likely to make sales in the short term but it won't be sustainable in the long run. The success of your business depends on how many people you can sign up for your email list with discounts or other incentives. Then, when you sell them something, they'll probably never buy from



you again.

Emails should provide value to the customer. Every email you send shouldn't be a sales pitch. One of the biggest mistakes people make with email marketing is treating their list like an ATM instead of treating it like the audience they are. Think about what they want to receive and not just what you want to write about or send. People get a lot of email nowadays, and they want to hear from someone who cares about them personally.

### **Not Testing**

You're not going to know what works unless you test it. Every email platform has A/B split testing built in, so you can see what gets better open rates. Try testing different subject lines, images vs. text-based emails, etc., until you find out what works best for

your audience. This kind of information will help you refine your email marketing and make it more profitable.

### **Making It All About You, Not the Customer**

Many companies mistakenly send an email that focuses entirely on their own business or products. Your customers don't want to read a sales pitch -- they want interesting and relevant content that helps them solve problems or get better at what they do.

Focus your content on your customer and how he or she can benefit from your product or service. When you write a marketing email, consider the reader and his or her wants and needs. Make it about what's in it for them -- not you. Your subscribers don't

care about your business unless it can help them solve their problems or make their lives easier. Write with your audience in mind, not yourself. Steve Job said, "People don't care about you, your product, your service, or your company. They care about themselves, their dreams, their goals."

### **Writing Poorly Crafted Subject Lines**

The subject line of your email is the headline of your message. It gets people to open your emails. If you don't have a compelling subject line, you don't have a chance to get anyone to read the rest of your message. It's what gets you noticed in a crowded inbox.

When people see a poorly written subject line, they may think it's spam or will not bother opening up the email at all. Keep it short



## **Sending Too Many Emails**

Many people have become desensitized to email marketing messages because there's

and sweet and make it so that it instantly grabs the attention of anyone who sees it and is relevant to what your customer signed up for.

What's the best practice for crafting an email subject line? Put the point of your email in the subject line. Subject lines should tell the reader why they should care, not what your email is about. For example: "How to write a good email subject line (that gets opened)" tells the subscriber that this article is for them and offers value to them.

### ***Here are five key features of an effective subject line:***

1. It's personal
2. It's relevant
3. It provides value
4. It's easy to understand
5. It's not too long

Optimize each of these components and you'll skyrocket your open rate.

so much of it out there every day. The best rule is not to send more than one commercial message per week per customer -- any more and you risk overwhelming them with marketing messages they don't care about, and even multiple messages a week may be too much for some customers.

As email marketing becomes increasingly crowded, the only way to build and maintain a robust list is to win over your readers' trust. You do this by creating relevant, interesting, and informative messages. Keep your subscribers engaged, and they will keep opening your emails; lose their attention and trust, or use tactics that are misleading or dishonest, and you risk alienation and humiliation. Keep email marketing but be smart about it!

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3 Ways You're  
Compromising Your  
Customers' Trust

Businesses are in a relationship with their customers. Some of these relationships will be short-term, but hopefully others will be long-term. Even if you're only acting as an affiliate for another company, you must have a relationship with people to move that product or service. If you fail to do this, your business is dead in the water.

No matter how good you are at generating traffic or creating an irresistible lead magnet, those prospects and customers won't do a thing if there's no relationship blossoming.

Business growth and relationship growth aren't mutually exclusive. Providing a good product or service and offering valuable freebies are the cornerstone of a business, but you have to be able to convince skeptical people that said offers are worth their money and time. In other words, they have to trust that you wouldn't offer them junk or lead them astray by recommending something that doesn't do what they think it should.

But what is the foundation of a relationship? It's not being good-looking or

having similar hobbies. Those are fine things and having something in common with another person is very important in a relationship, but they really are more akin to lead magnets in marketing terms. No, the foundation is trust.

Relationships where distrust plays a significant role are doomed. Even if you have so much in common or if the other person looks like he or she should be plastered on the cover of magazines, trust is essential. Sometimes, a relationship can survive some hiccups in the trust department, but only if both partners know the strengths and weaknesses of the other and are willing to live with the fact that, for example, they may not be able to trust one partner with money.

In business, however, there are no hiccups that can be overcome. In business, without trust, your customers will never feel wedded to you. This specially applies in something like affiliate marketing or network marketing, where many, many others are orbiting the same company.

But how are you alienating

your customers and prospects? Here are three ways you're killing trust in your prospects:

## **Too Much Hype in Your Sales Pitch**

If you're in the niches of working from home, owning an online business, marketing, or making money online, especially within the realm of digital products or as an affiliate, you've seen these ads. They mostly feature young men dressed casually, talking quickly and excitedly as they try and sell you something. It could be a product they're promoting or something they've created themselves.

The goal is to feel relatable, like they're no different from you aside from the success they've had. They'll explain how they were nobodies, just like you, but had success drop shipping, selling on Amazon, selling as an affiliate, or building a fantastic downline in an MLM company. They'll promote this image by showing pictures of themselves on exotic vacations, standing in the foyer of some beachside mansion, or showing off their sports car.

If these salespeople feel somewhat false to you, you're not alone. Humans are used to sales talk, and most of the time can pick out a salesperson regardless of how they try to package their presentation. The aggressive sellers usually acquire sales through hype, as they skip the hard work and willingness to learn new skills that it takes to really be successful.

***This works against you in two ways:***

1. It makes people's radars go off and they won't give their trust.
2. It promotes making an emotional decision, and that easily leads to buyer's remorse, which leads to bad reviews and a break in trust.

The antidote is to sound more real.

For example, Matt Lloyd drew many people into My Online Business Education (MOBE), of which he was founder, simply by being so down-to-earth. He was obviously a very knowledgeable young man, but he never sounded like he was trying to sell you a course. He never bounced up

and down beside a new sports car or took selfies of himself in the foyers of mansions. He merely made you trust him with his calm voice and the abundance of information he'd give you.

This isn't to defend the mistakes made at MOBE that eventually got it shut down. Many of those errors can be chalked up to the astronomical price tag of drawing in older prospects who had money saved up and the more excitable employees making artificial guarantees (MOBE also downplayed the length of time it takes to achieve success). The example was to show you that a quieter personality that doesn't overhype their product and exudes knowledge and authority in a subject is more than capable of creating trust.

**Too Many Upsells and Downsell**

Upsells are part and parcel of many businesses, and no one will blame you for offering an upgrade or an additional service, but sometimes businesses take this way too far. They feature online funnels that stretch on for pages and pages, offering a new upsell every time a

customer buys something or goes through the hassle of declining an upsell until a company's entire product line is exhausted.

When businesses do this, it inspires distrust. After all, it starts to feel less like you're being helped and more like someone is trying to squeeze every last drop out of you. Moreover, there's no incentive to pay the initial price of anything offered because some businesses will downsell once or twice just to get a prospect to buy.

What's the antidote? Never offer more than two upsells. If your upsell is for a better package than what they just bought, just lay out all available packages on the landing page and let the customer decide. Using McDonald's as an example, can you imagine if their menu only consisted of one thing and every other item was an upsell in a funnel?

If you're wondering how you'll move your other products or sell your other services, this is where your email marketing should come in handy. Bring awareness to those customers through email marketing and bring in new traffic to those other products by making their



own dedicated landing page.

As for downsells, don't do them in your funnel. They hurt your credibility and integrity, so it's best to offer them as special offers in your email marketing sequence. Build greater trust through your emails first, then draw attention to your other products or special prices.

### **Being Far Too Aggressive**

No one likes pushy salespeople, and it's not just your sales closers that excel in this, unfortunately. Excessive pushiness can crop up in your sales copy, your email marketing sequences, and even your social media. Some funnels require people to push buttons that say

things like, "Yes, I know I'll never see this offer again, and I know I'll have to struggle because of it," just to get to the next page of the funnel. It puts people on the defensive and makes them feel bad about themselves and even doubt the worth of the product they just bought.

Businesses have to make offers, naturally, to move your product or service. However, your customer should never feel backed into a wall. If a customer buys under pressure, they might feel buyer's remorse as soon as they feel able to breathe again, and that damages you.

Your goal as a business and within sales is to help people. This means giving

them the information they need to make the best decision for themselves. If you see people shooting themselves in the foot, pushing is fine. If you know they need you like an ailing person needs a doctor, that's one thing. However, most people are capable of making decisions for themselves once you let them see the potential and pitfalls.

Be open and honest, and if people get that you're putting them first, they'll respond.

Trust is important, and it's easy to break. Even if you trigger a sale upfront, you won't do yourself any favors if your customer loses faith in you. Honesty, as they say, is the best policy.

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# FUN FACTS

April was formerly the second month in the ancient Roman year, when March began the calendar. The real origin of its name has been lost.

- April 12, 1955 - The polio vaccine, developed by Dr. Jonas Salk, was declared safe and effective
- April 14, 1912 - The famous ship "Titanic" sank
- April 17, 1937 - Daffy Duck made his first appearance.
- April 17, 2011 - Game of Thrones premiered on HBO
- April 20, 1926 - Western Electric and the Warner Brothers film studio officially introduced Vitaphone, a new process that would enable the addition of sound to film
- April 24, 1990 - STS-31 - The Hubble Space Telescope was launched from the Space Shuttle Discovery

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9. How customers use your product
10. Reports about your product
11. Promote your webinars
12. Feature posts from experts in your industry
13. Highlight customer stories
14. Tell the history of your field/business
15. Update your readers
16. List things to avoid
17. Run a survey and list the results
18. Answer frequently asked questions
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21. Offer tutorials or step-by-step guides
22. Blog about an update or past problem
23. Review non-competing products
24. Spotlight key people in your business
25. Talk about stats in your industry
26. Make a pros and cons list related to your business
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28. Create a post about myths in your industry
29. Use annual events and relate them to your business
30. Feature a success story
31. Behind-the-scenes look
32. Create a cheat sheet
33. Weekly roundups
34. 'What to Expect' expert prediction





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