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10 things you can do right now to grow your business.

1. Offer at least one new product or service every three months and make sure you tell all your customers about the new product or service.
2. Collect contact information including email or mailing addresses for all your customers and use these addresses to update them on your business.
3. Work with local business partners to get leads for your business while you get leads for their business.
4. Develop a budget for the money you are comfortable investing in marketing, set clear expectations for the return you are looking for from this investment.
5. Start tracking how each and every single new customer found out about your business, and then invest more money in the methods that deliver the most new clients.
6. Create a referral program for friends, family, and current customers.
7. Create a customer survey and ask your customers for feedback on your business.
8. Get involved with the local community, it will extend your network, help you get your message out, and provide a source of new customers.
9. Sponsor a charity event; it will help communicate to your customers that you care about the community.
10. Practice selling your products or services to a friend or loved one, this will help you feel more comfortable when you have to talk to customers or prospects.

Square 2 Marketing...marketing that works