

6 Free Ways To Get New Customers

(hint: these work best for local businesses)

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New Leads Don't Have To Break The Bank

With each day that goes by, it's getting more and more expensive to connect with new customers

Facebook is no longer the "free leads" paradise it used to be. Instead, you must rely on ads to reach a new audience. Publishing a press release costs \$90. Joining your local chamber of commerce costs hundreds of dollars each year. Phone book ads have always been costly. So what if you're on a shoestring budget?

Here's what you can do RIGHT NOW, on your own, to start making your phone ring without spending a dollar on marketing:



Google My Business

The most important thing you can do is start showing up on Google when someone searches your local area. Expect to spend 2-3 hours tweaking your profile settings. Simply go here and follow Google's simple instructions to get setup for free: google.com/business.



YouTube How-To Videos

YouTube explainer videos generate thousands of views over time. They also position you as an expert in your field. Take one of the jobs you do, film yourself doing it in a step-by-step, narrated way, and upload it to YouTube.



Partnerships & Referrals

Word of mouth is the most powerful form of marketing and costs nothing. Setup a reciprocal referral relationship with another business whose customers fit your business's profile. Help each other out!



Blogging With SEO

Writing articles and posting them online is a free way to reach new prospects. While having your own website blog is ideal, you can get this done for free using a platform like Wordpress.com or Blogger.com.



Facebook & LinkedIn Business Pages

Social profiles show up in Google and help customers find & research you online. Simply taking time to setup your major profiles can directly effect how many new business calls you receive.



Emailing Cold Prospects

This strategy works for B2B. Research your ideal customers online and write a great pitch introduction message. Send it via email to 5 prospects each day.

