



101 Ways To Get More Business

1. 5-around flyers
2. Barter / Trade Exchanges
3. Be a podcast guest
4. Be on time
5. Become an authority in community Facebook groups by answering questions
6. Billboards / Posters
7. Bold calling (door knocking)
8. Bonus Offers
9. Brochures
10. Building Signage
11. Bus ads
12. Business Cards
13. Buy Database Lists
14. Call back every quote you've done for the last 6 months
15. Car Signage
16. Create alliances with other trades
17. Change / Open More Locations
18. Cinema Advertising
19. Coasters Advertising
20. Cold Calling
21. Competitions / Surveys
22. Create a Spotify listen list



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23. Create an Industry Newsletter
24. Direct Mail
25. Email marketing
26. Employ or sub contract Salespeople
27. Facebook Competition
28. Facebook groups
29. Facebook lives
30. Facebook posts
31. Facebook Stories
32. Fetes & Shows
33. Film yourself turning up to a random previous clients house with a 6 pack or flowers to say thank you
34. Fridge Magnets
35. Fundraising Campaigns
36. Google adwords
37. Gov't Programs / Contracts
38. Guest post on other blogs
39. Host an event
40. Host Beneficiary's (list swap)
41. Host Q&A session on your Facebook page
42. Industry Newsletter Ads
43. Instagram Competition
44. Instagram lives
45. Instagram posts



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46. Instagram stories
47. Letterbox drop
48. Leave business cards at cafes
49. LinkedIn strategic connections
50. Local directories
51. Local Newspaper Advertising
52. Loyalty cards
53. Magazine Advertising
54. Named Promotional Gifts eg. Stubbie coolers
55. Networking Functions
56. Newspaper, Magazine & Newsletter Inserts
57. Offer membership service
58. Offer subscription service
59. Offer to email reminders for servicing
60. Online Directories
61. Open New Territories
62. Piggy Back Invoice Mailings
63. Post Card Mailings
64. Press Releases
65. Provide Team Selling Incentives
66. Public Relations
67. Publish LinkedIn Articles
68. Radio Advertising
69. Referral System



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69. Referral System
70. Remember previous clients birthdays
71. Run a campaign on Facebook to increase your likes
72. School Newsletter Ads
73. Pin up on community notice boards
74. Seminars & Events
75. SEO your website
76. Shop-a-Dockets
77. Shopping Centre Promotions
78. Site signage
79. Sponsor local events (school fates, football clinics etc)
80. Sponsorships
81. Start a Blog
82. Stickers and Tags
83. Strategic Alliances (offer for every client)
84. Talk to suppliers
85. Taxi Backs
86. Telemarketing
87. Tender Lists
88. Test & Measure leads
89. Trade Journal Advertising
90. Trade Longer / Different Hours
91. Trade Shows
92. Uniforms / Name Tags
93. Upsell on the day



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94. Use Hashtags on social posts
95. Volunteer to speak at local groups
96. Web site update
97. Weekly feature products or services
98. White Pages
99. Write a Book
100. Write for the local paper
101. Yellow Pages