



Business Builder

Tips & Techniques to Help Your Business Grow

Start a Mailing List this Christmas

If your business doesn't already have a mailing list of your current customers, the holiday season is a great time to start one. There are several reasons for this:

> **There's More Store Traffic During the Holidays:** The idea of a mailing list is to be able to contact your current and potential customers- and the more, the better! .

> **You Have More Leverage:** During the holidays, people are looking for real value. Add value to the sale by giving the customer something for free if they agree to sign up for your mailing list. They'll be happy- and you'll have another contact!

So, how do you start a mailing list? It's really a lot easier than you think.

#1 Train every check-out clerk to get customer information- and reward them for it! If you want to make sure your check-out person will work hard to get customer information, pay them a commission for every new person they sign up for your mailing list.

#2 Know when to ask! The best time to get someone to sign up for your mailing list is while they are checking out- but you have to make it simple. Use a small 3X5 card and ask them just for their name, address, phone number and email address.

#3 Give them an incentive! Here's where most stores fail in their process. Remember- your customer is thinking "what's in it for me?" So, give them a coupon, a free gift, free gift wrapping- anything that gives them a reason to sign up.

#4 Thank them with a follow-up! Here's where you create value in your customer's mind. Always follow up with a letter where you thank them and give them ANOTHER reason to shop your store- a coupon, special discount, free gift. Remember- the reason for a mailing list is to be able to contact your customers throughout the year. It is the heart of your marketing efforts- so get the names, build the list and work the list!

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