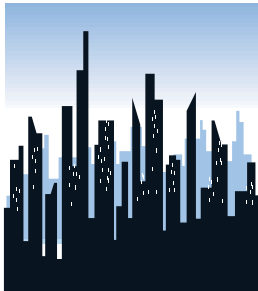


## Generating Traffic- For the Small Business

**Go from Brick and Mortar to Click and Order in Less Time and for Less Money Than You Think.**

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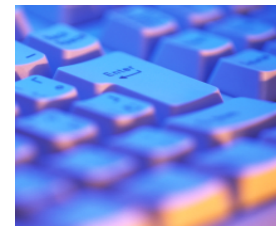
Allow me to clarify what is meant by 'Brick and Mortar' businesses.

A 'brick and mortar' business is one that has a store front, a location or provides a service where the exchange of goods and services is not delivered on the internet.

'Click and order' is a business that conducts itself almost entirely via the internet.

Both types of business require building a relationship with the consumer through a marketing strategy, advertising, clear copy with calls to action, customer lists, customer value propositions, referrals and well-received products.

If you have a brick and mortar business, are you taking advantage of the single least expensive means you have available today to bring customers into your store? Can you use this internet marketer's secret?



Here are three things you can do immediately to virtually guarantee an increase in foot traffic and sales.

**1. Start an e-mail list.** Get your customer's e-mail address at check out. Offer them something valuable in exchange, like a discount, first notice of new arrivals or pre-sale notifications to make it worth their while. It's FREE.

**TIP:** Here's a few free e-mail services: [www.google.com](http://www.google.com), [www.hotmail.com](http://www.hotmail.com), [www.inbox.com](http://www.inbox.com), [www.yahoo.com](http://www.yahoo.com), [www.aol.com](http://www.aol.com).

**2. Get a FREE website or Blog** and post information there a few times a week. Include pictures of your hottest selling items and include a story that explains why it is so desirable. Post special events, sales, information your customers will find valuable, promotional offers.

**TIP:** Here's a few free website and blog services: [www.officelive.com](http://www.officelive.com), [www.blinkweb.com](http://www.blinkweb.com), [www.blogger.com](http://www.blogger.com), [www.wordpress.com](http://www.wordpress.com), [www.livejournal.com](http://www.livejournal.com), [www.windowlive.com](http://www.windowlive.com)

**3. E-mail your list.** At least once a week send an e-mail to your list recapping the new inventory, the great deal you just cut for merchandise, a sales coupon. When you update your website or blog, send them an e-mail to tell them and include the link. Start with your current provider- it's FREE.

**TIP:** *Always track your efforts- include a specific promotion code your customer needs to print and bring with them. That way you will know what is working and what isn't.*

Be The Hero,  
Mark



**Need Help? Call 732.417.0680 or**  
**e-mail [mark@mysaleshero.net](mailto:mark@mysaleshero.net) to get started.**

- **We'll review your situation**
- **Set up a plan that makes sense for your business and market**
- **Plan material appropriate for your target customer to generate sales**

Mark Daniels is a B2B and B2C Business Marketing and Sales Consultant, Author and Speaker specializing in creating calls-to-action that generate leads, shorten sales cycle times, increase top line sales and bottom line margins.

Reach Mark at [Mark@mysaleshero.net](mailto:Mark@mysaleshero.net)