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ACTSmart, American Computer Technologies Presents:

Monday's Marketing Minute

Working smarter to get you noticed!

March 2, 2009- Vol 1, Issue 5

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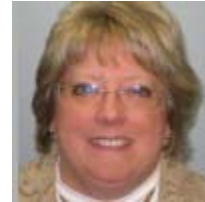
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Dear Pam,

Last week, I promised that I'd talk about our 2 best marketing secrets and, as fate would have it, the best marketing source for all of us is being honored with its own week next week- March 9-13 is Make a Referral Week! My first article is all about this productive idea. Our successful take on it is in my second article along with other great marketing suggestions - this is a really good **Monday's Marketing Minute!**



If this is your first time reading Monday's Marketing Minute, this is a newsletter full of quick and easy tips to help you get the word out about your business. If you know someone who could benefit from this weekly idea-filled, quick read, please forward this to them. No matter what business you're in, you are in the "marketing" business.

So, let's get business!

March 9-13 is Make a Referral Week!



As the talk of recession crowds the news and economic stimulus package debates rage in Washington DC, it's time for small businesses to take the matter into their own hands. Therefore we hereby declare March 9-13, 2009 - Make a Referral Week.

Make a Referral Week is an entrepreneurial approach to stimulating the small business economy one referred business at a time. The goal for the week is to generate 1000 referred leads to 1000 deserving small businesses

You can visit here to learn more

<http://www.makeareferralweek.com/pledge>

The cornerstone event during the week is a live web conference Tuesday March 10th at Noon CST.

The event features Bill Cates, author of Get More Referrals Now!, Bob Burg, author of the Go-Giver, Ivan Misner, founder of BNI.

A number of readers are using the event to get their referral groups, networking groups, BNI groups, strategic partners, customers, MeetUps and business connections together to

view the live web conference as a group.

This could be a great reason to bring folks together to learn and network.

You can enroll here to make sure you can get on the conference that day as space really is limited.

<https://ducttapemarketing.ilinc.com/register/bcmrtbw>

Our Referral Powerhouse!



We have terrific companies that we "partner" with; companies that have the same exceptional dedication to customer service that we do. We recently asked them to send a referral letter introducing us to their client base. Who better to give a referral than a trusted provider of exceptional service? We got terrific leads, "planted many seeds" with the companies that may not need us now but will remember us in the future AND we got business from

companies that didn't know about us!

In turn, we sent out letters to our clients with a referral to these companies.

It was **WIN-WIN-WIN!** We won, our partners won and, most importantly, the clients won!

Who can you "partner" with? On their letterhead, ask them to write a letter stressing the benefits of your company and ask them to mail it to their client list. In return, you will do the same. You each review the letters before they are sent to be sure that the right message is given. The cost is minimal and the potential is endless!

Our "Producers Club" marketing group swears by this method of business building! Every meeting brings a list of success stories! Try this campaign now - you have everything to gain! Be sure you keep track of the number of letters sent so you know what kind of return you received.

Best Marketing Source #2 - Our Printed Newsletter



We have been sending out a printed newsletter for the 16 years that we have been in business and it is by far our #1 source of additional sales. In our early years, it introduced new products, made suggestions to improve our clients business and home computing and told amusing stories that allowed you to get to know us better. (Some of you may remember the story of David and the orange juice. It's a good one people teased him about forever!)

Guess what - we're still using it the same way. Our current edition is called **TechTip Newsletter** and it introduces new products, makes suggestions for improving your computing and stories that let you get to know us better. (Remember "Who's George?" or David's picture from summer vacation?)

Our business focus has changed over these 16 years - from selling shareware and home computers, we have morphed into a business that helps small to medium sized businesses keep their businesses up and running. Every change, improvement and benefit has been chronicled in our newsletters. Because they are printed and mailed, they are more apt to be passed from one business owner or employee to another - a great source of referrals.

Current clients will call to take advantage of a new service or product. Our printed newsletter continues to drive our business!

And The Winner Is ... Dr. Joseph Santelli



Last week, we offered a copy of Duct Tape Marketing for the best marketing tip of the week. Funny thing, this week's winner made me read a marketing book before meeting with him about his new website! Dr. S wanted to be sure that we were on the same page when he had me read "No B.S. Direct Marketing." It's a great book, one of many written by Dan Kennedy. I went to the meeting knowing just what Dr. Santelli, a cosmetic dentist in Duxbury, was expecting from his website.

Now, several years later, Dr. S and I are still working on his website because we both understand that we can't leave it stagnant - it has to stay fresh, with new content and new information to keep it the terrific marketing tool that it is.

Dr. Santelli's marketing tip:

"Our BEST marketing tip BY FAR is the 20 minute before/after imaging we do for EVERY new

patient who comes to us. We take a photo of them as soon as they enter our office. Within 20 minutes, **Lumineers**, a company that make special porcelain veneers, will send us a picture-perfect cosmetic imaging photo. We mount both the before and after photos in a simple frame and hand it to the patient on the way out. Even if the person came to us for an entirely different reason, some day they may want to consider having a beautiful SMILE. This tip may not help all of your clients but for dermatologists, plastic surgeons, beauty salons, hairdressers, clothing stores, etc. it may have some potential."

I think it has potential for almost everyone. Dr. S takes a "problem" and gives each of his clients a "solution." Think about where you can use this "Before and After" marketing tip in your business

Client Of The Week - Center For Progressive Dentistry



Dr. Joseph Santelli of [The Center For Progressive Dentistry](#) in Duxbury understands the power that his website has to attract new patients. All his marketing drives traffic there; his newspaper ads, magazine articles and his lectures all send potential clients to his website where he gives them more information, reinforces their decisions and shows them the wonderful possibilities of a new smile.

Next Monday we'll put Make a Referral Week through it's paces. Would you like us to refer you to our client base? [Email me!](#)

Have a Happy, Healthy, PROSPEROUS week!,

Pam Snell
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