

ACTSmart, American Computer Technologies Presents:

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Monday's Marketing Minute

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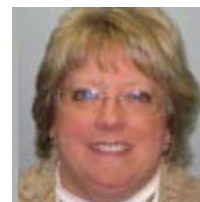
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Dear Pam,

This week, David and I are off to Nashville for our quarterly marketing conference; our "Producer's Club" meeting. This is the annual "Boot Camp" where we spend 3 FULL days with speakers like:



- Dan Hollings** - "How To Secure #1 Position In Your Local Market Through Natural Search Engine Optimization And Avoid Paying Heavy Fees For PPC Traffic"
- Dr. Ned Hallowell** - "Time and Stress Management: How To Get A Grip On Your Crazy Busy Schedule So You Get MORE Done With Less Time And Fewer Resources" (*Can't wait for that one!!*)

Alan Deutschman - *"Change Or Die: How To Replace The Bad Habits Keeping You Fat, Broke And Unhappy With Winning Habits That Drive Your Success"*

Harry Brelsford - "Geekonomics - Countercyclical Economic Opportunities"

These are just a few and I'll bring back a report next Monday full of gems from these guys and others.

Now, let's get business!

Change Of Mindset



It's time to change your mindset. It's time to do more, not cut back! Do something a little outrageous, unexpected.

Look for a new way to market, to advertise, to promote your business.

Try at least one new marketing idea this week and keep track of the results.

Business Payment Solutions



Rosemarie K. Lanchester is an Independent Sales Broker for Credit Card and Debit Card Payment Services. We have known Rosemarie for a long time, referring her to our clients who needed help with credit card processing.

We recently asked her to broker our credit card processing services and she is saving us so much money!

Here is her Free Report "

What Every Business Owner Needs to Know About Credit Card Processing Companies"

"Statistics prove that accepting credit and debit card payment will increase your business volume up to 75% over what you could expect just accepting checks and money orders.

The following are the most important things to consider:

1. Processing companies have strict restrictions as to how payments are accepted. Annual memberships and accepting 'Future Service' payments are most often not allowed especially with a new business with no processing history.
2. Having a good credit rating is a major component for the acceptance of an application by the processor.
3. No one can be approved to accept credit cards unless they first sign an application which is also a binding contract. Most often contracts are for a 3 year term that automatically renew each year.
4. You must design a 'reasonable' Refund Policy' for all aspects of your products and services and be as detailed as possible. Verbiage for custom products must be 'All Sales Final.'
5. Certain products and services impose a higher risk for dispute, it's best to check with your trusted service provider for a list before assuming that you will be approved.

This list is not meant to discourage you from accepting credit and debit cards, only to advise you to work with a trusted partner who will provide the most accurate information for your particular business model.

You can call Rosemarie at 781-447-7782 for help with your services - you'll be so happy that you did!

Get That Return Phone Call



David found this gem in one of the "Bottom Line" magazines we subscribe to and thought it was a great idea - and it works!

If you're leaving a message on someone's voice mail, say, "Hello, my name is so-and-so and my telephone number is such-and-such. I'm calling because I understand you're the person to speak to about ..." and then hang up the phone in mid-sentence. The person will think you were cut off and will call you back to see what the end of the sentence was..

Repeat As Necessary



This was a hard lesson David and I learned in our early sales days. We spent a lot of money advertising in a national magazine and got very few responses from the first issue. The second month was a little better and the third a little better still but, we ran out of money before we could continue. Most prospects will not buy from you the first time they hear about your product or service ...or the first time they visit your web site. They may be very interested in what you offer, but other priorities prevent them from buying NOW.

That lesson was "Pre-Internet" times. Now, you can recover many of these "almost sales" with a follow up system. Follow up systems produce very profitable sales because they don't involve any additional advertising expense.

If we had offered a free newsletter or report, we would have had their email addresses to continue marketing to them. A newsletter automatically reminds prospects about you every time they get it. This is especially effective for marketing on the Internet where your newsletter can be distributed free by email.

A "Free Report" in exchange for the visitor's information; name, email address, and/or phone

number can allow you to personally contact them to see if they'd like more information or had any questions that they would like answered. This should be done in a casual, no pressure manner for best results. With their contact information in your database, you can continue marketing to these prospects on a regular basis.

Next Monday - our report from "Boot Camp!"

Have a Happy, Healthy, PROSPEROUS week!,

Pam Snell
ACTSmart, American Computer Technologies

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