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ACTSmart, American Computer Technologies Presents:

Monday's Marketing Minute

Working smarter to get you noticed!

March 9, 2009- Vol 1, Issue 6

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Dear Pam,

Happy "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.

So, This week, make it a point to refer to another's business every day. To me, it's good "karma" because I believe that every good deed gets paid back double! And, it doesn't cost anything and takes very little time.

And, when you get a referral, don't forget to thank the referrer and ask them if they'd put it in writing - instant testimonial for your website! So, it's really a 2 for 1 benefit!

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.

So, let's get business!

Looking for "Referral Ways"



So many of you tell me how hard it is to *work* your business and *market* your business at the same time. I feel your pain! I too juggle my time between web design, which pays the bills and marketing our business which brings in future business to pay the bills. It's so hard to do both!

On Saturday, I was at the [Boys & Girls Club of Marshfield's](#) 5th Annual Gala and Auctions. As you can imagine, in this economy, it was hard to get donations for our auctions. Maura Troiano, one of our new volunteers suggested that we get business cards and other marketing materials with every donation. That way, each donation was not only a gift to a charity, it was also a great way for the donor to get business leads.

As guests milled around talking about each item, they also "referred" their friends to these generous businesses. As we cleaned up at the end of the night, very few business cards or brochures were left!

I'm sure that [Mass Bay Lines](#), [Mari Bates Studios](#) and [Bay Players](#), to name a few, will get extra business due to their generosity. I know this to be true because [Charlie Sorrento's](#) Red Sox print "Gate D" went for \$250 to the disappointment of several other bidders!. And, I overheard many people and fellow volunteers talking about the solar roof fan donated by Steve Pineault of [SolarFanMan.com](#).

So, when you are asked for a donation to a worthy cause, ask if you can also send along some business cards or flyers to get a few extra referrals.

Our Referral Powerhouse! Part 2



A quick report on our "Referral Partnership." Since partnering with [Adams Communications](#), a local Tele-Communications Company, we have added several thousand dollars to our monthly income. John Adams has been a terrific referral source. A number of his clients have responded to the letters that he sent out praising our services. To sweeten the referral, we offered John's clients a special offer so he was also a hero to those businesses that

we could help.

We have reciprocated by sending letters to our clients because we have used John for many years as our tele-communications company as well as offering help to other clients by giving them John's name.

One note, one letter is not enough. You have to "plant seeds" and allow them to take root; it sometimes takes time and reminding to reap the rewards of your referral. Not everyone is in a position to take advantage of your offer or in need of your services when they get your referral letter. Patience and Perseverance get the clients.

Ask and You Shall Receive



OK, I admit it, I hate this part! But, like bad tasting medicine, it's good for you. ASK your best clients for referrals, don't wait for them to do it on their own. The best time to ask them is right after they have given you and order, paid you for a service or signed a contract. That's the time that they are especially feeling good about your relationship and will be happy to share that happiness with others.

"Could you give me the name of someone else who we could help?" "Are there any other businesses like yours that could use our services?" "We are always looking for terrific people like you to work with, could you give me the name of a few of your friends that need the services, products, etc, of a business like ours?"

And, when they give you a referral and you get the business, send them a Thank You card! When people feel appreciated, they will go out of their way to help you again!

Client Of The Week - [JamiesPub.com](#)

[JamiesPub.com](#) is my Client of The Week for purely selfish reasons - I just finished redesigning his website and owner Ralph Constantine is pleased, the customers are pleased and so are we!

Many years ago, when we designed the first [JamiesGrill.com](#) website, I suggested to Ralph that he needed a way to easily tell customers about their many daily lunch and dinner specials. This is our third update from that original website and the "specials" feature is one of the most popular features of his website bringing hundreds of hits each day. Each of the 3 Jamie's is able to update their own menus independently and our newest version of our content management program allows so much more functionality.

Although the home page isn't quite finished - we are waiting for better weather to take new shots

of their 3 locations: Braintree, Whitman and Scituate, the new website has mouth watering food shots and an overall feeling of a great-valued family restaurant!



How many referrals did you count in this email? I counted 10. See how easy it is to make a referral? So, go forth and refer this week!

I'll do it - I'm asking - Please refer your friends and fellow business owners who need help with their website or with their marketing to me! That wasn't so hard...

Next Monday I'll be writing about easy website improvements that can help you get more business.

Have a Happy, Healthy, PROSPEROUS week!,

Pam Snell
ACTSmart, American Computer Technologies

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