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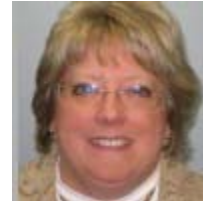
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Dear Pam,

The "subject" line on this email may seem harsh - "Change or Die." It happens to be the title of Alan Deutschman's new book. We saw Alan speak when we were in Nashville at the beginning of April and he was extremely motivating.



He spoke about how to get yourself to change. The 3 common motivating factors that people use to change are Facts, Fear and Force and none of the 3 are very effective for very long. Think of the people who have had a heart attack and been motivated by the fear of death (Change or Die) to get healthy. Most of them do not stay on their new path for very long because their "Fear" doesn't continue to motivate them.

The 3 factors that have the most success-

Relate - expect to succeed

Repeat - learn, study and master the skills you need to change.

Reframe - start to think in a different way, shift to a new "framework."

My favorite quote from his lecture was "*Change is about learning and improving.*" David and I have always liked change, now I know why.

What are you doing differently? Are you marketing in new ways? Are you offering more and easier ways for your customers to pay? Are you finding ways to help your clients succeed and thus succeed yourself? Read through this week's ideas and find a new idea to embrace.

It only takes a minute to find a new marketing idea ~ Let's Get Business!

13 Ways to Attract New Customers and Increase Your Success



Here are a Baker's Dozen ways to increase your business. At least one will be right for you!

1. Respond to calls, questions and requests immediately and follow up frequently - amaze them with your speed and service!
2. Put a customer's success story or testimonial in your newsletter every month. People like to know that they are buying from someone who is helping others.

3. Give a seminar, teleseminar or web conference on a subject you know well - your business. Promote yourself as a problem solver.
4. Hold a customer appreciation event or send a client appreciation gift. People love to feel appreciated!
5. Have a referral contest with a nice prize. ("Refer 3 new clients and your next service is free." Or "Refer 2 customers and we'll send you a gift card worth \$XX.")
6. Drop your newsletter off at client's waiting rooms (with their permission).
7. Run a 60 second radio ad on WATD. (It works great for us!)
8. Offer great advice in your blog - you are the expert that they want to do business with!.(Don't have a blog? CALL US!!)
9. Give a gift with purchase. The cosmetic companies have been doing this successfully for years!
10. Have a Testimonial Contest and put all the entries up on your website throughout all the pages. Give a nice prize to the winner and take their picture to include on the website.
11. Sponsor a local charity's event - the good karma is priceless.
12. Write an article for your local newspaper.
13. *Don't leave for the day until you have done at least one thing to promote your business. If you are superstitious, here's a bonus:*
14. *Invest in yourself! As Benjamin Franklin said, "If a man empties his purse into his head, no man can take it away from him. An investment in knowledge always pays the best interest."*

7 Steps to Help Debtors Pay



Recently, we've been talking about increasing sales, reinforcing branding, reducing costs, and other ways to survive a rough economic year. Another very important strategy to keep the cash flowing is debt collection.

Debt collection can literally make or break your business. Failing to follow up with debtors regularly could make you end up with zero in the bank. It's a fact that the older a debt becomes, the harder it is to collect.

It's vital that you create a process for dealing with debtors and stick with it. The more you enforce this, the quicker clients learn to stay within your terms of trade.

Here are seven tips to avoid the debtor drama:

Tip 1: Accept plenty of payment methods

Five years ago, just about all of my clients paid by check. Now, many more of our clients pay by credit card; they're happy to get the mileage and to take advantage of spreading payments over time. Sure, we take a small hit on the fees, yet we find many clients are happy to pay by credit cards to solve their own short-term cashflow issues. The more payment methods you offer debtors, the less excuses they have to neglect paying.

Tip 2: Ask for a deposit up-front

We ask for 50% of the project total as a deposit before starting work on a project, and rarely does a client complain. Asking for a deposit up-front means that you're establishing the client is serious and can pay their bills. If they're unable to pay the deposit, how will they pay for the rest of the project?

Tip 3: Spell out terms clearly and regularly

Be sure to include your payment terms within your proposals, and that the due date is clearly marked on all invoices. Be very clear with due dates -- make the date as large and as bold as the total on your invoice.

Tip 4: Follow up immediately

The day after your invoice was due is the best time to send a polite, yet firm, email enquiring when they expect to pay, and if there's any issue. Include a copy of the invoice as an attachment, and let them know you'll call in a few days time if you don't hear from them. Set the tone carefully though; you want to sound helpful and genuinely concerned they may

have misplaced the invoice, rather than threatening or angry.

A week later, if the payment is still yet to be received, call and ask them when they expect to pay. This way, you're forcing the client to declare a date, which they'll be less likely to break. Follow up with an email, confirming the date you expect to receive the payment.

Tip 5: Increase the pressure

Close the cycle. As the debt becomes older, follow up more frequently. Become firmer with each communication, but never become angry or personal.

Tip 6: Offer repayment schedules

If the client is having genuine trouble paying you, call and discuss a workable payment plan. Of course, it's preferable to have the entire balance in your bank instead, but it's still better than receiving none of it. Be sure to put the schedule in writing, and follow up on every payment to ensure it's adhered to. They'll appreciate the flexibility and be a more loyal client when they are back on their feet.

Tip 7: Find a good debt collector

If the worst happens, and two months later you're still without payment, you may want to hand the matter to a debt collection agency. These agencies often take a small percentage of the overall debt if they can collect it, so at least you'll receive the majority of the debt.

~Thanks to SitePoint.com for these helpful tips

Write Powerful Ad Copy



From print and broadcast ads to direct mail, e-mail and even billboards, it's the language you use that motivates response and produces results. Try these tips for fine-tuning your marketing copy:

- **Use informal language.** Building rapport happens through informal language, for instance thanks instead of thank you.
- **Use contractions.** These have become more accepted, except where you need the full impact for emphasis. This is not sold in stores is more impactful than This isn't sold in stores.
- **Open with a question.** Questions immediately involve the reader. Use a question that requires an affirmative answer. Would you like to save 30%?
- **Emphasize the "what."** The word value requires a why answer. Why is there value? Instead of using the word value, just go straight to explaining what the value is.
- **Be careful how you use numbers.** Using numbers makes an amount seem larger or smaller, or a time longer or shorter. Consider the McDonald's 4-Ouncer. I'd rather have a Quarter Pounder.
- **Avoid passive, patronizing words.** Use active, direct language that doesn't condescend. Replace endeavor with try, utilize with use. Gordon writes, "Consider how much weaker We'll refund the cost of shipping is compared to We'll even refund the cost of shipping."
- **Be asterisk-free.** Avoid making an already skeptical reader more skeptical. If there's nothing to hide, Lewis suggests putting it in parentheses right in the copy.

~From Kim Gordon in "Words to the wise: has your marketing copy lost its punch?"

We changed over our server this week and we're much faster and feeling more secure! We also got our super new printer! I've only used it a few times and look forward to printing May's newsletter next week! FULL COLOR!!

With the server change over, we didn't get much chance to Tweet - keep watching for us on Twitter and Facebook; link to us and we'll link to you!

Have a Happy, Healthy, PROSPEROUS week!

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