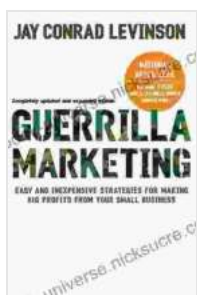


# Easy And Inexpensive Strategies For Making Big Profits From Your Smallbusiness

As a small business owner, you're always looking for ways to increase your profits. But with limited resources, it can be tough to know where to start. That's why we've put together this list of easy and inexpensive strategies that can help you boost your bottom line without breaking the bank.



## Guerrilla Marketing, 4th Edition: Easy and Inexpensive Strategies for Making Big Profits from Your SmallBusiness by Jay Conrad Levinson

★★★★☆ 4.5 out of 5

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File size : 1390 KB  
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Enhanced typesetting : Enabled  
Word Wise : Enabled  
Print length : 386 pages



### 1. Offer discounts and promotions

One of the easiest ways to attract new customers and increase sales is to offer discounts and promotions. This could include offering a percentage off of your products or services, running a buy-one-get-one-free sale, or offering a free gift with purchase.

When running discounts and promotions, it's important to make sure that you're still making a profit. Be sure to factor in the cost of the discount or

promotion when pricing your products or services.

## **2. Cross-promote your products and services**

If you offer multiple products or services, you can cross-promote them to increase sales. This could involve bundling your products or services together, offering discounts on complementary products or services, or simply promoting one product or service in your marketing materials for another.

Cross-promotion is a great way to get more mileage out of your marketing efforts and increase sales without spending any additional money.

## **3. Upsell and downsell your products and services**

Upselling and downselling are two sales techniques that can help you increase your average order value. Upselling involves offering a more expensive product or service to customers who have already expressed interest in a less expensive option. Downselling involves offering a less expensive product or service to customers who are hesitant to purchase a more expensive option.

Both upselling and downselling can be effective ways to increase sales without spending any additional money.

## **4. Offer excellent customer service**

Providing excellent customer service is one of the best ways to build a loyal customer base and increase profits. When customers feel like they are being treated well, they are more likely to return for repeat business.

There are many ways to provide excellent customer service, such as being responsive to inquiries, resolving complaints quickly and efficiently, and going the extra mile to meet customer needs.

## **5. Get involved in your community**

Getting involved in your community is a great way to build relationships with potential customers and promote your business. This could involve volunteering your time, sponsoring local events, or donating to local charities.

When you get involved in your community, you're not only giving back, but you're also building goodwill and promoting your business.

## **6. Use social media to market your business**

Social media is a powerful tool that can be used to reach new customers and promote your business. There are many different social media platforms available, so it's important to choose the ones that are most relevant to your target audience.

Once you've chosen the right social media platforms, you can start creating content that will engage your audience and promote your business. This could include sharing photos of your products or services, posting blog articles, or running social media contests.

## **7. Start a blog**

Starting a blog is a great way to share your expertise and attract new customers. When you blog about topics that are relevant to your target audience, you're positioning yourself as an expert in your field and building trust with potential customers.

In addition to attracting new customers, a blog can also help you increase sales. You can use your blog to promote your products or services, offer discounts and promotions, and run contests.

## **8. Create a referral program**

A referral program is a great way to get new customers and increase sales. When you offer a referral program, you're incentivizing your existing customers to refer new customers to your business.

There are many different ways to structure a referral program. You could offer a discount to both the referrer and the new customer, or you could offer a free product or service to the referrer.

## **9. Track your results**

It's important to track your results to see what's working and what's not. This will help you fine-tune your marketing efforts and get the most out of your investment.

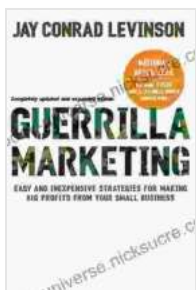
There are many different ways to track your results, such as using Google Analytics, social media analytics, or email marketing analytics.

## **10. Be patient and persistent**

Making big profits from your small business takes time and effort. Don't get discouraged if you don't see results overnight. Just keep working hard and implementing the strategies outlined in this article, and you'll eventually see success.

There are many easy and inexpensive strategies that you can use to increase your profits from your small business. By implementing the

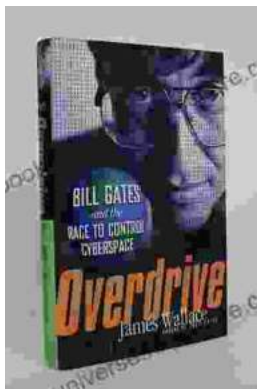
strategies outlined in this article, you can start making more money without breaking the bank.



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