



“Using a Different Approach To Grow Your Business”

André Larabie

Instead of following the crowd with all the traditional approaches to growing your business—advertising, marketing, etc.—you can take a different approach to grow your customer base, but before you do, it makes sense to do some research. First of all, sit down with a pencil and paper and outline all of the advertising methods that you currently use. Then look at your competition and outline the methods they are using. Once you have your list of the most popular methods for getting new customers, take a different tact. Take some time to look at other businesses to determine the methods they use. If you are in the computer repair business, look at medical doctors and chiropractors, look at flower shops, look at real estate agents, or look at restaurants. What are they doing to get new customers?

Once you have a list for each business type, look at the items on these lists that are not on your list and write down what you would need to do to use their techniques in your business.

Suppose for example that you normally advertise in the newspaper, and that is about all you do. But from your research, you find that a local chiropractor gives presentations on sports injuries. During the presentations, the chiropractor finds new clients because he is seen as an expert and those attending the class are likely in need of an expert in sports injuries or they would not be attending.

How can you take this technique and apply it to your business?

You can give a class on how to search the Internet, or some other aspect of your business that you are an expert in. You will be amazed at how many new customers you can meet this way.



The key here is that you need to think outside the traditional boundaries. You need to come up with new approaches to old marketing problems. The fact of the matter is that the world is changing, and very rapidly with the advent of the Internet.

Every business—whatever they sell, any service or product—is being transformed in some way by the Internet, so it is dangerous to follow the crowd. If you simply look around and copy the tired methods your competitors are still using, you may never get your business off the ground. They might be outdated.

Here are a few ways to get the word out:

- Have a webinar
- Establish an online marketing List
- Create an active blog