

Harry Garmon

From: Top-Of-Mind Communications, LLC <harrygarmon-rogerpell@tomcrva.com>
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To: Info-tomcrva
Subject: Leverage for Growth

TOMA NEWSLETTER **A MONTHLY MARKETING RESOURCE**

Top-of-Mind Communications, LLC



E-Newsletters to keep you Top-of-Mind!

info@tomcrva.com

www.tomcrva.com

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Dear Roger,

The ***TOMA Newsletter*** is a monthly marketing resource for small/mid-size businesses and not-for-profit entities. Our objective is to enhance your success to attract and retain quality customers and referral resources.

This month we'll highlight LEVERAGE FOR SMALL BUSINESSES: *The Multiplier Effect for Growth*. The focus is on specific steps you can take in your business to influence people, events and decisions that will enhance your growth.

We promise to be respectful of your time with a concise, focused editorial style ... and a touch of appropriate humor. Of course your comments and suggestions to increase the value of the TOMA Newsletter are strongly encouraged.



A+ Rating

Sincerely,



Harry & Roger

LEVERAGE FOR SMALL BUSINESS

Word Count: 671
Reading Time: 2.7 minutes

The Multiplier Effect for Growth

Leverage: [lev-er-ij] noun

power or ability to act or to influence people, events, decisions, etc.; sway



Enhance your "sway"! Apply some, or all, of the following levers to enhance your success.

Website

In this day and age, the first place someone looks to know about your business is your website. If you don't have one ... the message is you are not in business.

So, let's start on the premise that you have a website or are going to have one real soon. That being the case, here are items and issues that will add website leverage.

- **Basic information about your products/services.**
- **Posting blogs**
- **Posting newsletters**
- **Posting customer testimonials**

Public Speaking

Public speaking ranks right up there with people's number one fear - flying. Not to worry! Those flutterings in your tummy at the mere thought of getting up in front of an audience to speak is absolutely a universal response. It's called a case of the "butterflies".

That said, speaking on topics that are perceived as valuable and memorable to your audiences accelerates your image as a thought leader and industry expert. So the issue is to get your butterflies to fly in formation. [Click here to learn how](#) and then deliver your next speech in a fashion that will make both you and your message memorable.



Form Your Own Speakers Bureau

Here's an approach to public speaking that is unique and gets you off the hook of being the speaker. Line up speakers on a variety of topics that will be of interest to your audiences and host "invitation-only" events.

For example, you may ask an attorney to speak on the importance of determining whether workers are employees or independent contractors ... a topic that will have wide appeal to employers. Then invite your data base to attend. All won't, but according to one of our clients who has employed this approach, "You will get appreciation from those that do ... and extra points just for inviting those who don't because you flattered them by including them in your invitation."

Likewise the speakers win by exposure as an expert and go-to person for anyone in the audience that may have a need or who may serve as a referral resource.



Community Visibility

No one ever bought from someone they never heard of. Be visible in contributing time and effort in your community - volunteer; seek office; organize fund-raising events. You have a large untapped pool of potential customers. Invest in some "missionary" work to reach out and touch them.

Network

Join and actively participate in networking groups. The key is to learn, practice and apply the formula for successful networking interactions and follow-up. [Click here for more info.](#) You'll see how to master the preparation and execution of networking strategies including what to say and how to say it.

Social Media

Aggressively use all that reach your target audiences. Be sure to do your research as some lend themselves better to B2C businesses; others to B2B.

Attract and Nurture Referral Partners

Foster relationships where the synergy may add up to 1 + 1 equaling a factor of 3 or 4 or 5 or more. Ideally, seek referral sources where you may reciprocate. This strengthens the bond and motivates each of you to support the other.



Pay Attention to Your Customers

Encourage repeat business from existing and past customers. Your best customer is your competitors' best prospect. It is 14 -17 times more costly to develop new business from non-customers than to win repeat business from customers who have had a successful experience dealing with you. Two-thirds of customers that leave a vendor do so because they feel ignored or unappreciated, or did not know the vendor had products/services that would be a solution to their needs.

Enhance your "sway"! Apply some, or all, of the above levers to enhance your success.

Call or Email Today!

804.523.3426

info@tomcrva.com

Top of Mind Communications, LLC

***4112 E. Parham Rd., First Floor
Richmond, VA 23228***

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2. Let us know whether we should contact prospect or wait for prospect to contact us.
3. Prospect becomes a customer.
4. We deliver your \$100 Bill.

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Top-Of-Mind Communications, LLC | 4112 E. Parham Rd., First Floor | Richmond | VA | 23228