

The Power of the Word "FREE"

Everyone likes something for nothing!

In fact you will often see consumers ready to break down doors, drive an extra 10kms, or shop at unusual times just because it is "FREE!"

So how in business can you turn that to your advantage?

Simple, use that as a way of getting new customers - **give your customers a taste of your service or product at no cost. Let them try your product.**

In fact it is **often cheaper than some fancy marketing campaign** to just give away something for nothing.

For example you may have the hairdresser who selectively gives away a haircut. When the customer comes in they are given the "VIP" treatment, a glass of champagne, a chocolate, a head massage so they think "WOW" this is the place to come to.

Of course the hairdresser does the big up sell - "eye brows", "colours", "tints", "hair care product", so now it is not just a hair cut!

The hair dresser then invites the customer to join their loyalty program with guaranteed special discounts and newsletter!

So now the hairdresser has the customer's name, address, email address, date of birth, etc so they can then put them on their data base.

The hairdresser now sends out birthday cards, special offers and other hairdressing gossip. Also in a few weeks time they ring and set the next appointment and before long you have a new customer.

So **give something away and you will be surprised how quickly your business will grow.** This simple idea could be replicated in any business.

About Doctor Profit

Alistair Gray - Doctor Profit is a Business Growth and Profit Improvement Specialist.

Work with Alistair and **you are guaranteed to improve your profits.**

He works with small to medium sized businesses who have potential to become market leaders. He recommends low cost or no cost strategies **to help you achieve sales and profit gains of 45-60% within about 90 days.** Individual results may vary.

He will help you grow your business, make it more profitable and help you prepare it for sale, license, franchise or even float your business at a huge profit within 3 years or less depending upon what your goals are.

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