

## 83 Free (or Virtually Free) Ways to Attract More Sales and Customers

By Tracy Needham, Copywriter & Marketing Coach

**Need fresh ideas for marketing your business without straining your budget? We've got plenty...**

1. Include specifics of what you do on the back of your business card
2. Use [Jott](#) to record great ideas before you forget them!
3. Create a Facebook business page or group
4. Create a listing on [Google Local](#) to increase web traffic
5. Create an Amazon.com profile (under Your Account and then Personalization)
6. Send out an email newsletter (aka ezine) through [iContact](#) or [Aweber](#)
7. Send out postcards printed on cardstock (or have them printed)
8. Participate in Toastmasters to build your speaking skills
9. Create a blog
10. Comment on other blogs (Search for them at [blogsearch.google.com](#))
11. List yourself on Linked In
12. Create a YouTube video
13. Create a free report or audio to encourage ezine sign-ups
14. Ask to be a speaker on others' teleclasses
15. Write a letter introducing yourself to journalists in your market
16. Create a [Meetup](#) group
17. Send thank you notes...whenever possible!
18. Host a free teleseminar ([FreeConferencePro](#) is one of many free lines)
19. Find complementary businesses to partner with
20. Raise your visibility by getting actively involved in your networking group
21. Give killer testimonials (it also promotes you to their visitors!)
22. Send a book from Amazon or BN.com to someone you'd like to know
23. Give referrals to others
24. Make it easy for customers and visitors to give you feedback with [CrowdSound](#)
25. Send a letter to your contacts sharing the "news" about your business
26. Send a letter to the editor on relevant business topic
27. Have a contest...either for ezine subscribers or to get ezine subscribers
28. Contribute items to charity auctions
29. Contribute prizes to drawings at networking events
30. Contribute a bonus recording or report to others' product launches
31. Create an email signature with a call to action
32. Giveaway your product or service for a day
33. Get a magnetic sign made for your car (less expensive than you'd think!)
34. Ask an industry guru if they would endorse your product
35. Contact A-listers in your profession who may have more work than they can handle
36. Create a holiday around what you do (yes, you can...at [Chase's Calendar of Events](#))
37. Send Valentines to your customers
38. Answer questions on Linked In
39. Buy easy to remember and spell URLs

40. Apply for business awards
41. Have a fundraiser for charity
42. Speak at local networking meetings
43. Upload pictures of you with clients, at conferences and at speaking gigs to [Flickr](#)
44. Create a quiz
45. Do a testimonial ad and split the cost with your client for including their business and contact info
46. Ask prospective clients if you can interview them for business research
47. Ask prospective clients if they would review your copy
48. Post articles to EzineArticles.com
49. Post press releases to PRLog.org
50. ALWAYS fill out online profiles at associations and forums you join
51. "Publish" a series of tips on Twitter
52. Post PowerPoint slides on [Slideshare](#)
53. Create an interview page instead of a FAQ for your website
54. Sign up for [www.helpareporter.com](http://www.helpareporter.com)
55. ALWAYS use your prospects' language, not your own, to get better results ([my ebook can help!](#))
56. Reduce their risk by including a guarantee for your product or service
57. Scan your signature and add to webpages for a personal touch
58. Create or join a mastermind group
59. Give a brief elevator speech in your outgoing voice mail recording
60. Offer a free checklist or assessment
61. Know what makes you different from your competitors
62. Improve your elevator speech
63. ALWAYS add extra value
64. Use autoresponders to follow-up with prospects after the sale ([Aweber](#) is great)
65. Have you surveyed your clients or subscribers recently? [SurveyMonkey](#) is free and easy
66. Choose a niche (there's riches in niches!)
67. Include reminders that you love referrals in your client communications
68. Offer pre-packaged *programs* instead of individual services
69. Sell your expertise in information products
70. Offer a referral rewards program to clients
71. ALWAYS have a call-to-action in marketing materials
72. Fire bad clients (more room for good ones!)
73. Automate or delegate as much of your marketing as possible so it's done consistently
74. Create a welcome package for new clients
75. Get those business cards entered into your contact database! (check [Shoebboxed](#) )
76. Look for internet radio shows to be a guest on (e.g. [BlogTalkRadio](#))
77. Cold call a list of 10 prospects
78. Send a sales letter to a list of prospects
79. Send birthday cards (birthdays are often listed on Facebook accounts)
80. Find online forums and social sites related to your niche
81. Create a list of keywords to use on your website and blog (Find 'em at [Google's Keyword Research Tool](#))
82. Send a tip sheet press release to local or industry press
83. ALWAYS thank those who give you referrals!

**Don't know exactly where to start or which to do first? Contact us for a [Magnetic Marketing Session](#). Or discover how to get more clients and more sales from your marketing with our [copywriting](#) and [copywriting review services](#)! You can also email [tracy@compellingcomm.com](mailto:tracy@compellingcomm.com) or call 919.829.1539.**