

One Is The Scariest Number

by Nancy Gerber

One of my most influential marketing mentors, Dan Kennedy, always says that one is the deadliest number for entrepreneurs. Think about it!

One big customer on whom you focus most of your time and effort. One staff member who knows critical information or procedures. One type of marketing all the time. One revenue stream. One technical resource person. Only one way of delivering your service.

What would happen if that big customer went away? If all of your time and energy has been spent on them, and you haven't been doing much marketing because your revenue was great, WHAT NOW? Imagine the effect if your critical staff member became ill -- even if only for a few days. What if it were YOU -- with all that information that's only in your head? How would you keep your business going?

When it comes to marketing, the "one Factor" is critical.

Are you using the same single marketing strategy over and over again and expecting (praying for!) different results?

Are you relying completely on e-mail to get the word out about your programs or services? What about people who spend more time blogging or on social networks? Or those who are not as "plugged in" as you assume they are and let their messages pile up for days?

Do customers have only one way to reach you? Do you provide only one option on your web site or in your other communications for people to contact you? How would clients with critical issues or concerns reach you if something vital came up that couldn't wait? How would a hot prospect who left their blackberry at home this morning know how else to reach you?

How many booby traps are there in YOUR business? Here are a few simple ideas to help you diffuse them.

1. The more ways you give people to respond, the more likely they are TO respond! Along with an e-mail, provide a phone number, snail mail option, etc. in every message, display ad, flyer, letter, web page -- in other words, every piece of communication. Let people choose how they want to reach out to you.

2. Deliver your product or service in more than one format. You can re-purpose the same content in several different media to address the variety of ways people learn and absorb information. Only doing one-on-one coaching? Start some groups; present speeches; write articles; interview experts; offer teleseminars. Got a weekly e-zine? Start a blog or a podcast. Create an Internet radio show (do it for free on www.blogtalkradio.com).

3. Have a multi-option strategy for client attraction. Are you a chiropractor who wants more new clients? Expand your activities. Join leads groups. Participate in health fairs and charity events. Give speeches at private health clubs. Offer low cost high school sports team exams to PTA members. Approach physicians in complimentary fields (orthopedics, podiatry, dentistry) and meet for lunch to discuss a mutual referral system.

OK -- now it's your turn. Use your 15 Marketing Mambo minutes every day this week to observe and notice where the "ONE FACTOR" is in operation in your business. Which three items are the most critical? Which one is the MOST important? What are your first 3 steps to address this concern? When and how will you begin taking action?

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For over 35 years Nancy Gerber, "YOUR Connection Magician", has coached and educated thousands of people worldwide on how to improve their communication and deepen their relationships with others -- and themselves. Nancy has been privileged to study and work with many of the leaders and experts in Internet and direct marketing. Her expertise in creating connections and building relationships, along with her many years as a Professional coach, give her unique insights and skills as a marketing coach and consultant. In addition to her commitment to helping entrepreneurs understand the basics of marketing, she's an expert in content development and personality marketing.

Her website <http://www.marketingmambo.com> "The Dance of Connection That Creates Lifetime Customers – One Step At A Time" -- was created for unconventional entrepreneurs who want to find and keep their best customers without losing their souls.

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Mambo.com site and receive a practical, FREE and immediately useful marketing tip every Monday morning. You'll also gain access to Nancy's MARKETING MAMBO POWER ROLODEX -- the cream of the crop in Technology and Business Resources -- along with articles, interviews and other great resources