

10 Ways to Get Money in the Door Today

Sometimes you need new customers — and you need them now! There's no waiting until next month or even next week; you need to get every last dollar you can in the door today. What do you do?

First, this need isn't unique to the local business — it's common in every business, even the Fortune 500 companies. We have lots of expertise to draw guidance from. Here are 10 common ways to get business in the door right away:

1. Tap Your Old Customers

Have an email list or phone list? If so, use it. If not, what were you thinking? This day — the day you're desperate for business — happens to every business and the best source of a new dollar is from an old customer. Give them a reason to bring a friend and potentially double sales again.

2. Ask if You Can, Discount if You Must

For some businesses, it's as simple as asking. Ask customers back. Let them know about a unique opportunity or limited stock. If you are out of ideas, offer a discount on a popular item, but only for 24 or 48 hours.

3. Create a New Product or Service

Take what you have and mix it up. Take multiple items and create a "bundle" or take your normal 2-hour process or class and turn it into a 30-minute intro. Creating a new offering allows you to offer a discount without taking away from your existing products or services.

4. Presale Next Month or Next Year

Call your biggest or most regular customers and give them the chance to buy a multi-use ticket or prepay in advance for a discount. These options or similar methods will help you get future months' sales in the door today.

5. Put the Dancing Cow on the Street

Doing something really different and eye-catching looks crazy, but it often gets people curious enough to find out what's going on. You don't need to find a dancing cow for this, you just need to get people to stop and pay attention to you.

6. Team Up with the Business Next Door

Chances are, the business next door — or even all the businesses in your building or shopping center — may be having similar problems. Band together to push customers in each other's direction.

7. Call the Customers You Thought You'd Never Get

If you've had your eye on some great customers but haven't called them because you didn't think you were ready, then guess what — you're ready! Now, start calling!

8. Put Everyone You Know on The Phone

Don't go it alone. A sales emergency is a real emergency and it shouldn't be considered "business as usual." If you've got employees, friends or family, put them to work calling your list or theirs to get more customers. If you want to make this fun, turn it into a contest and get the competition started.

9. Stay Open Longer

If it makes sense, keep the business open longer to give employees more time to make calls and customers more time to buy.

10. Ask for the Cherry Pie

If you've ever gone through a fast food drive-thru, you'll notice that you are always asked if you want to buy one more thing before your order is completed. Put this trick to work in every conversation you have to increase the total sales amount.

The Big Lesson Here

The best way to prepare for a rainy day is to build a great database of your customers, including their email addresses and phone numbers. Then, when you need sales in a hurry, you've got a ready list of people already familiar with your business, people and products or services.

Tools like BubbleLife Connect, which make it easy to build, track and use your customer list, are essential for success. For more information on BubbleLife Connect or to sign up for your free account, visit <http://www.bubblelife.com>.