



At a time of uncertainty round the world it is important that we as business owners look at our own attitude and look for positive ways, not only to help others but how to keep our business alive and well – and spread some joy♥

The first thing that comes to mind is taking the opportunity to update our data base and service our clients!

Your Data Base is your "File of Gold" are you treating it as such?

Do You? Send out regular Newsletters with information and specials?

Do you? Have an easy to use Contact Management system to do this?

If not, check out <https://mailchimp.com/> Sign Up Free

Mail Chimp - Built to help you grow your own way

We know what it's like to start small with big ideas. That's why we support millions of customers across every stage of their own business journeys.

All your marketing needs in one place

Bring your audience data, marketing channels, and insights together so you can reach your goals faster. With Mailchimp, you can promote your business across email, social, landing pages, postcards, and more — all from a single platform.

- // 7 marketing channels
- // 1-click automations
- // Basic templates
- // Marketing CRM
- // Behavioural targeting
- // Custom domains
- // Websites

Look for the positive!

beU Beauty by Fran

This is FREE up to 2,000 contacts, from there on you pay per number of contacts

They have the opportunity for you to create your own template design, so it is easy to use each time. Plus, you can see who has opened your email, what have they clicked etc. You can resend to people who haven't opened – this is an easy system to use – so check it out now and get creating!

You have a lot of information that the company published in the Academy and also on their blog, so you can just copy this until you are ready to create your own. Regular contact is the key to building a valuable data base.

You can add: Incentive to purchase

Specials, buy one and get one free (or at a discount), buy one and receive samples of other products, a discount on their next purchase, free pamper session with 4 friends, samples, valuable information, thoughts for the day, funny story's, be sure to add lots of visuals and links to your website, Facebook page etc.

Look at the mail you receive, see what headlines get your attention, what are their offers, learn from what successful marketers are doing! Duplicate!

Send more Emails and Eblasts via this platform

If you want more customers, send more emails. Nobody is sending enough emails. You want to send at least one email a week – or at least two weeks, to your customers. Ideally you want to have a relationship with them, because not every email is a sales and marketing email. You are just adding value by giving them useful information.

Email use is increasing rapidly year by year and it is many people's preferred means of communication, it enables business to tap into customers all round the country and around the world and at no financial cost to you and your business. Plus, more importantly, your email subscribers have already indicated they want to hear from you, by giving you their email address, so capitalize on that.

Multiple Follow up: What about your unconverted leads?

How many times do you enquire about goods and services and not follow through – would your action be different, if someone took the time to call you for a chat, sent you a follow up email, thanked you for your interest?

Focusing on unconverted leads is crucial for any business. They need to be number one on your list. Work those leads until they purchase, or unsubscribe. The principal way to do this is with multiple follow-up, because most businesses give up too easily.

The form of contact will vary depending on your business, but the principal is always the same. On average, your customer is going to need an email, maybe something in the post, another email or Mail Chimp post card, maybe a phone call, or face to face meeting if it is appropriate for you and maybe another email or two and only then they become a customer. Create a strong follow up strategy in your business.

I never remove a contact from my data base unless they ask to be removed, you never know when the time is right for them and their circumstances change!





A work from home opportunity?

Get proficient on other forms of contact:

Facebook messenger, is great to send out a quick note and communicate with people, go back to picking up the phone, in this age of communication everyone is into text contact – the personal touch is always the best – Pick up the Phone!

OG MESSAGING: You also have the option of using the messaging feature in your OG Back office, you can message your downlines through this medium and send emails and promotions.

Plus, for North American Distributors you now have the advantage of the **Rapid Funnel** App you are able to share the products and beU opportunity through the app.

Your Eblasts, Blogs, Facebook, all forms of communication must always be professional this is the “**shop window to your business**”.

You have a great data base of beautiful Visuals you can download from the OG Academy FB page, from Company Blogs, Postings etc – start a folder so you always have professional photos to post. You can also forward the company blogs and information to your data base.

Also you have all the correct words to use – don't try and reinvent the wheel, we have created all the material for you. You can forward the link to our blogs to your data base and add your own personal touch and comments.

Send out newsletters by mail ! they will be sure to be opened as this is now a novelty – but it still works. Send a Post card with a special promotion – get creative.

Do not put personal information on your Business Facebook page – everyone needs to have a personal “**Business**” Facebook page, where you only post articles, photos information etc regarding your business. Take photos of your Showcases, Pamper Sessions facials to post – but, please ask the person if it is o.k. to post. Only post photos you are happy to share about your business♥ If you don't have a business name it is as simple as ... **Beauty by ...** (your name).

Be sure to use Zoom conferencing

I use it for one on one chats to prospective customers, clients and training consultants around the word very effectively – a great way to have “Face to Face” in these times.

I have mentioned previously about Zoom, get yourself a good head set I use:
Logitech H570e Business Conference Grade Wired Stereo USB Headset.

Strong And Light For Long term Comfort, Easy To Use Inline Controls, and a very good camera **Logitech BRIO Business Grade 4K Ultra HD Webcam** with Right-Light3 and HDR, Perfect For Conference Use. (Look for the specials!)

With Zoom (and all phone calls) make sure you are in a quiet place so you can concentrate on the caller). You can log into your Zoom (from your OG office) and set up a **call now** – this way you can check your camera and sound settings. Look at your background – is it professional?? How do you look? Always be prepared to “Come on Camera” this is how you build good relationships.

Have fun, and remember your Contacts are “Your File of Gold”. Look after them and they will multiply♥

By: Fran Muntz – VP Beauty Division

