

"We could not have imagined how much of an impact James Dillehay's advice would make on our business. To our delight we are seeing results on a faster and larger scale than we expected in such a short period of time!"
Ken Kobrick & Angela Geene,
www.Passchal.com

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Here are seven vehicles to speed your follow-up message:

1. call by telephone
2. send by post mail
3. send by email
4. instant messenger
5. send by fax
6. visit face-to-face
7. exhibit or demonstrate your work publicly

Craft Marketer

NEWSLETTER

Creating Lifetime Customers

37 Great Excuses for Following-Up by James Dillehay

Many craft artists ask themselves how to get the most results from every dollar they spend on marketing.

According to Jay Levinson, author of *Guerrilla Marketing*, the most effective way to spend your marketing dollars is:



10% to the universe
30% to likely prospects
60% to existing customers

It's widely accepted that it costs you more to market to and acquire new customers than to sell to those who have already bought from you.

Why Customers Don't Come Back

Results of a survey showed that 68% of customers who did not return to a business were treated with indifference by an employee or owner.

Instead of ignoring your customers and risk losing them, you can follow-up with any number of excuses that go a long way to building relationships and turning one-time buyers into lifetime customers.

Following up with contacts you make impresses people that you care enough to take the time to call, write or email. Your reward for focusing on building long-term relationships is that you will get repeat business from those who just needed a slight reminder of who you are.

Ways to Make Them Remember You

When you can't think of a good excuse to reconnect with your contacts or you feel resistant to making those efforts, here are 37 excuses to reach out and remind people of your existence.

- make an appointment
 - thank someone after the appointment
 - thank someone for doing you a favor
 - thank your customer after each sale
 - thank someone for their time even if they didn't buy
 - announce a special sale
 - announce a contest
 - announce a new product release
-

It costs you 25% more to market to and acquire new customers than to sell to those who have already bought from you.



James Dillehay
Helping You Profit from Your Creativity

James' craft marketing books have been highly recommended by The Crafts Report, Family Circle, Sew News, Bead & Button, Country Almanac, Sunshine Artist, Ceramics Monthly, Working Mothers and many more craft magazines. He serves on the advisory boards of the National Craft Association and ArtisanStreet.com.

- announce a limited edition series
- send a product sample
- advise about discontinued items send a gift
- congratulate someone on a promotion or an accomplishment
- learn if a customer got their order
- learn if a customer got your letter, flyer, or communication
- send a postcard or flyer with schedule of your shows and exhibits
- send a product brochure
- send educational articles which explain more about your art or craft
- invite people when you are teaching a class in their area or at a national event
- wish a happy birthday
- ask for a referral
- thank someone for a referral
- invite a person to dinner as a way of expressing appreciation
- offer a coupon
- offer to link to someone's web site from your own
- make your customer feel important by creating a preferred customer offering
- send a news clipping or copy of an article appearing about you
- share ideas of gifts on holidays and special occasions
- send interesting facts about the piece a customer bought
- seek a sponsor for a home party or trunk show
- thank someone for taking the time to attend an exhibit
- encourage more orders by sending testimonials from satisfied customers
- celebrate holidays other than Christmas—Mother's Day, Graduation, Thanksgiving or Valentine's Day
- visit in person after a high-ticket item purchase
- resolve a conflict or problem the customer had
- reaffirm a personal meeting with a letter or phone call or vice versa.

The above tips are excerpted from the forthcoming, *Guerrilla Marketing for Artists and Craftspeople*, by Jay Levinson and James Dillehay. Publication will be announced in this newsletter.

They Made It!

In the late 1960's, two self-styled hippies with zero business experience started a business combining his art and her poetry onto silk-screened posters. With no money, backing or resources, they traveled around in their yellow pick-up truck and camper personally selling to stores, one by one. By the early '80's, they were the #1 bestselling line of greeting cards in America. Co-founder, Susan Polis Schutz says, "We stumbled and bumbled, but we learned something every time we took a step forward or backward." Today, it's almost impossible to walk into a greeting card or gift shop and not find racks of Blue Mountain Arts cards and books.

Got a story to share? We love highlighting successful craft artists. Send your story to michele@craftmarketer.com