

In this time, no matter what you do, you need to make sure that you are making offers, or spending on advertising, or promoting what you do.

Don’t get paralysed

What offers have you made this week? This month?

How do they compare to last month’s activity?

If you’re like most of my clients, chances are your marketing costs are lower now than

before.

Let me tell you from having spent 30 odd years in consultancy and media; times – they are a changing!

Media companies are burning, they are in a situation that has never occurred before.

I believe that you never look at a problem in a straight line. Look up, across, any way other than what you have always done. Do something that you might not have done before. Many – but not all – media do what they have always done because of demand – CUT RATES.

We all know that the pandemic is real, but we do have that event to help us get better bang for our marketing dollar.

It's challenging make no mistake. Many of the world's businesses are taking it on the chin, me too.

However, what's the opportunity?

Yes, we can blame the pandemic for a great number of things. But it's also opened up opportunities that you can take advantage of.

One of them happens to be marketing. Think sales…making offers.

I am a big supporter of investing in yourself, I want my clients to do the same.

Promote.

We used to have a training programme that talked about the 'Hot Air Balloon Theory'.

Promotion and making consistent offers are very much like how a hot air balloon works.

It takes a lot of energy to get the balloon up in the air, but once it's up there it only takes small tweaks to keep it there.

Same with advertising and promotion, and making offers.

If you are consistently there in their minds, when the time comes they will invest, in you, your product, or something.

PLUS, whenever you are ready…here are four ways I can help you grow YOUR business.

1. Join my free Facebook group – *Sales Mindset Inner Circle*

My favourite thing to do is show you what's working right now. It's not as good as being a client, but it's close.

2. Take advantage of a FREE 45-minute consultation

Need some sales support? Make an appointment, and let me take you through the past, present, and future template.

3. Work with me one-on-one

If you are wanting to take your product or service from face-to-face to virtual selling, then I have a product that may be able to help you. You can get started for as little as $250 a month. If you're interested then email mike@mikebrunel.com and put 'Virtual Selling' in the subject line…tell me a little about your business and I'll get you all the details.

4. Finally, grab my *new* digital book on 'How to get a predictable sales system into your business without coming across as salesy'

Click the link: https://www.salesblueprintbook.com/book

Cheers

Mike



Mike Brunel started mikebrunel.com after being a successful entrepreneur and founder of NRS Media. He co-founded NRS Media in Wellington, New Zealand, expanded it into a global powerhouse in media sales and training, and was eventually responsible for opening offices in London, Atlanta, Toronto, Sydney, Capetown, and Bogota. He has hired hundreds of salespeople around the world.