



TRAINER'S BOX®

Top 10 business tips from influencers

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Keap is proud to be associated with many influencers and experts in the world of small business ownership/management. They have provided and will continue to provide valuable insight to the members of the [Keap](#) community on a wide array of entrepreneurial topics.

What follows is just a small sampling of small business tips from some of Keap's valued influencers and experts (listed alphabetically).

01 “Make email a priority”

“Email should be the No. 1 marketing priority of every small business. It is used by nearly all customers. You might think ‘Yeah, but what about social media?’ Look, I’m a big believer in social media but even now social media is only used by seven out of 10 people. [Email is used by fundamentally everybody](#). Email also provides lots of data that you can use to optimize and improve your results over time. It’s by far the most trackable form of digital marketing. And, email is comparatively inexpensive versus other customer contact methods. Consumers expect almost nothing from email, which presents you with a huge opportunity.”



— Jay Baer

[Jay Baer](#) is an entrepreneur, author, and founder of five multi-million dollar companies.

02 “Branding is more than a logo”

“A lot of small business owners think of branding simply as their logo, or maybe their logo and the colors that they choose to use. Those are important elements of a brand because they’re signifiers and they set you apart from your competition from a visual perspective, but people don’t always remember your logo or your colors very well, or associate them with your company.

That stuff only goes so far. [What people do remember are the interactions that they have with you, and the quality of their conversations they have with you, and the quality of the service you provide.](#) Those are very important components of your brand, and I think small business owners often overlook that because they're so focused on logo, colors, fonts and those types of things. But they really should focus more on the quality of interaction and experience that they give to their customers. Logos and such should definitely come second as they brand."



— Jake Johnson

[Jake Johnson](#) is Director of Creative and Content at [Keap](#)

03 “Embrace mistakes, learn from them”

“Making mistakes and failing is a part of life. No one has all the answers. None of us have been without failure. I’ve had a lot of failure. None of us have been without mistakes. I make more mistakes than I do not. [The important thing is to get comfortable with failing](#), learning from failure, and taking what you’ve learned and doing something with it. Fear of change, anxiety, lack of confidence, just to name a few, are very common and part of human nature. Identify your fears and don’t be afraid to talk through them and find ways to stop letting them get in the way of your business success.”



— Marcus Lemonis

[Marcus Lemonis](#) is a serial entrepreneur and host of CNBC’s “The Profit.”

04 “Eliminate friction in the sales journey”

“If you’re following up with somebody quickly, you probably have a five to 10 times higher likelihood of converting them than if you were to wait for a couple of days. In terms of closing, it’s really critical that you reduce and eliminate friction in this process. What I mean by that is, you need to be really clear about anything you’re doing in this sales process. When somebody gets further and further down your funnel, they should have zero friction. For example, if you’re giving somebody a proposal, it ought to be really simple for that person to accept the proposal and let you know that they’re interested. If you’re going to ask somebody to actually pay you, it ought to be really, really easy for them—you shouldn’t be sending them a PDF of a word document and having somebody send you a check. The days of that type of friction are gone. It’s got to be something super simple like ‘Click this link to make payment.’ [You’ve got to eliminate friction, so that we get smooth sailing to the sale.](#)”

— Scott Martineau



[Scott Martineau](#) is a co-founder of Keap and leads the company’s marketing department. He’s also an author, public speaker and co-host of the Small Biz Buzz podcast.

05 “Don’t ignore marketing”

“You don’t have to be a world-class marketer to grow your business. You just have to be willing to commit a little bit of time to it, work at it and learn. I’m under no delusions that all small business owners want to be marketers. I know that most don’t, they just want to

serve their customers. But a good business owner is going to serve their customer and learn. [The biggest challenge that business owners face generally is how to find the time to do everything they need to do.](#) That's why it's so important to be intentional about it and commit time to work on marketing. If they don't put an hour here or an hour there on the calendar specifically for marketing, they probably won't do it. But if you don't put it on the calendar, you won't do it. If you put it on the calendar, and you make that a priority, you stick to it."

— Clate Mask



[Clate Mask](#) is a co-founder and CEO of Keap. He's also a national speaker on entrepreneurship and co-author of the New York Times bestseller, "Conquer the Chaos: How to Grow a Successful Small Business without Going Crazy."

06 “Automation saves valuable time”

“Running a business can take over your entire life and change almost every aspect of your routine. If it's not your total focus, you risk letting leads slip through the cracks. In fact, most of the time is spent talking to leads, nurturing clients, and trying to maintain an SEO-friendly website. But you need to be able to run every department of your business with just a few hours or even minutes a day. And that includes the very important marketing department, which is too often left until last on the list. So, how do you make sure every aspect of your business is getting the attention it needs and deserves? How do you scale and generate profit for your business while doing the minimal amount of work? That's simple. You automate. [Marketing automation seeks a simple goal: Automate every part of the process to allow you to spend less time marketing and more time profiting.](#) And if you

get it done right, you can save hours upon hours every single week that you can then dedicate to business growth.”

— Neil Patel



[Neil Patel](#) is an author who has been called a top influencer on the web by The Wall Street Journal, Forbes, and Entrepreneur Magazine.

07 “Always tell customers ‘Thank you’”

“Customer service is a critical part of the sustained success for a company. It is in the process of servicing a customer that they make a decision about whether they enjoy the experience of interacting with your brand. This also includes any purchases. What happens during these customer service experiences determines if they return or reach out to your competitor. [Your brand reputation also relies on exceptional customer service.](#) No matter what type of follow-up you do with customers—or how it goes—end every interaction with these simple words: Thank you. It can never be overused. Whatever the outcome, you should appreciate what you learned during the conversation. You either received reinforcement that what you are doing is working or you got feedback on what you could do better. Either way, you can’t lose by always following up with customers because both you and your customers will be happy as a result.”

— John Rampton



[John Rampton](#) is an entrepreneur, investor, online marketing guru, and start-up enthusiast. He is the founder of the payments company Due.

08 “Use Facebook to generate leads”

“The top challenges marketers have on Facebook is how to consistently create the right content. For both organic and paid content, we want to craft content and messaging that is truly genuine and authentic. You want to tell real, human stories. Highlight real people using real services/products. Take people on a journey from why, to what, to who, to how—with authentic, emotional connections to the benefits of your product/service ... What we have to remember is that the Facebook land is rented. We are all tenants on Facebook’s property, and on all social networks. So, yes, while you want to build an audience, build your community, and share content, you also want to be collecting leads. [You definitely need to be collecting leads and driving people over to your own website and your own lead generation system.](#)”

— Mari Smith



[Mari Smith](#) is one of the world’s foremost experts on Facebook marketing, and a social media thought leader.

09 “Focus on landing larger clients”

“One of the beautiful things about working with larger clients is that they have larger budgets, and so they have more money for you to work with, and there’s more money for you to make. Also, you get treated better and they most likely give more interesting projects to you. There are a lot of benefits. [The solution is to find these larger clients.](#) All in all, the upside of getting these bigger

clients, even though they are challenging and are going to need a lot more work in some ways than your smaller clients, is really tremendous.”

— Steve Strauss



[Steve Strauss](#) is USA TODAY’s small business columnist, an author, and a popular media personality often called “the country’s leading small business expert.”

10 “Be open to customer feedback, good or bad”

“Client feedback is more than just reviews on sites like Yelp or Google. It’s less about just your product, and more about the entire client or user experience (website navigation, client service, brand impact, etc.). While reviews might serve as a way to attract new clients to your business, feedback also helps you refine your operations, practices, and services to become a better business. It requires being open to good and bad feedback, and a willingness to try different collection methods to get the data you want.

[A business that actively and publicly seeks out feedback is one that is dedicated to improving the experience for its clients.](#) A company that feels opaque and deaf to concerns and issues won’t retain loyal clients the way attentive, thoughtful ones do. Keep that in mind as you receive feedback, whether it’s positive or negative, and you’ll remember just how important this practice is.”



— Meredith Wood

[Meredith Wood](#) is the founding editor of the Fundera Ledger and a vice president at Fundera.