

Seven success ideas you can build on!

By Bob 'Idea Man' Hooley

If we are serious about offering value-added service, and meeting the changing needs of our customers, we need to explore some different avenues in helping them solve or resolve their problems.

Here are seven areas that successful businesses have utilized in their efforts to assist them. I've had the privilege of seeing each of them work in various situations personally, and for my coaching clients. See if some of these will lend themselves to your business, and build on it!

◆ Showroom or in-store seminars

If your product or service lends itself to being more effectively used by the use of different applications, holding an in-house session is a great idea. How can you adapt or change your situation to be able to offer this service to your potential customers?

◆ In-house, client newsletter or e-zine

Keeping in touch and sharing information on how to better use your products or services or what's happening in your industry is a great way to serve. With some of the new software programs, this is increasingly easier to accomplish.

I'd suggest doing this 2 to 4 times a year at first, so you don't promise what you can't deliver. Keep it simple and conversational. Keep the focus on "WIIFM" – what's in it for me! Write it from their perspective, if you would truly serve them.

It can even be done as an e-letter and sent via the Internet. When will you start? What will you call it?

Send me a copy...

<mailto:bob@ideaman.net> I'd love to see it!

If you'd like a copy of my free [Ideas@Work!](#) e-zine drop me a note.

◆ Send stories to local media

Become a source of information to your community by taking the risk of sending items of interest to their readers to the media. Keeping people informed about newsworthy developments is a customer service activity. How can you do this in your area?

Visit our *Collection of Wisdom* articles for more information and some rich reading. <http://www.ebusinesssuccess.biz>

◆ Write a booklet, workbook or book

If you have built a solid reputation or a depth of experience in your field, perhaps you can add value to your service or business by taking the time to write a few thoughts. It doesn't have to be a work of art, just valuable and easily read.

I started with "How to Remodel Your Kitchen and Stay Married!" when I was still designing kitchens 10 years back. It was a very effective tool and paid for itself in many ways!

◆ Mall shows or home shows

Another opportunity to provide a needed service to potential customers. It's a bit of work, but it will pay off in the long run. Does your firm or product lend itself to this type of instruction and marketing?

Check out opportunities in your area to better serve your customers, by sharing your knowledge and exhibiting what you provide to the market. Is there a mall show in your area that you can enter? How about a display at a local bank or other location?

My 'How to Remodel...' lead to an offer to headline at the BC Home Show on my own Kitchen Idea Stage. It worked wonders for my exposure and my design business.

◆ **Continuing education or guest lecturer**

This is how I started and eventually this outpouring of my training as a professional kitchen designer allowed me to teach my fellow designers and potential customers alike. Later, I had the opportunity to expand my areas of instruction into the areas of time management, creativity and problem solving and of course Customer Service.

I've been a *full time* speaker, trainer and consultant now for over 9 years. It all started in teaching a night school class. What is it you know that would be *teachable* and provide solid value to potential customers? What is stopping you from taking this step?

◆ **Become a media source**

Contact your local media and let them know you'd be willing to act as a source if something comes up within your area of expertise. Often they are looking for local or national responses to breaking stories. If they know you and your expertise, you might be called on to respond or comment as an industry 'expert.' What can you be an 'expert' on? Make a commitment to let them know!

See our '**Creative Collection of Wisdom' Articles** web page for information on how to become known as the expert. <http://www.ebusinesssuccess.biz> or visit: <http://www.SuccessPublications.biz>

◆ **Other ideas**

I'm sure as you read this; other ideas have crossed your mind. Take a moment to jot them down here. I'd be glad to hear your ideas as well. Drop me a note.

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Bob 'Idea Man' Hooey is a sought after productivity strategist, creativity catalyst and idea farmer, who regularly writes for North American consumer, association and trade journals, on-line magazines and company intranets. He is the author of ten success books, a mini-book series, four success systems and an e-book series. Bob was the 48th person in the history of Toastmasters International to earn their coveted professional level Accredited Speaker designation. Bob is a motivational, business and association keynote conference speaker and executive leadership trainer and coach. He is a professional member of the Canadian Association of Professional Speakers and the International Federation for Professional Speakers. **Visit his website for additional leadership, business and career development articles like this one:** www.ebusinesssuccess.biz