

Top Tips for your
Brand from
Battlefield Sports



7 Top Tips for Small Business

Small Business

www.battlefieldsports.com Laser business Google small Maps goods
Facebook Top
Engage Nicole-Lander
Confident mobile Take-the-Upsell tips Message Go
Tips Know Motivated friendly Google+ Conversion @battlefieldlive
customers LINKED-IN Memories Customer services Target Customers website
Happy Get Tag

By Nicole Lander

AUTHOR: Nicole Lander

Info about
Nicole



Nicole is a story-teller, entrepreneur, and mother of 2 children. Nicole & her partner, Pete, started their business in 1999 with a few thousand \$\$ & an idea — to take a video game & experience it live. Follow her on Twitter [@battlefieldlive](https://twitter.com/battlefieldlive) !

Since Nicole started running laser tag games she has run thousands & thousands parties and events.

Her company Battlefield Sports manufactures Laser Tag equipment and has exported to more than 40 countries.

As the Chief Fun Officer her job is to create happy memories. Nicole has been honored with many awards including the prestigious Telstra Business Women of the Year (Innovation).

Nicole's piccie

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TIP 7:

Go Where your Customers Are



In preparation for this Small Business Forum Nicole surveyed her database of Battlefield Operators.

Tip Number 7 for Small Business: Go where your customers are.

Find out where your target market are:

- Which websites do they like?
- Which TV Shows or Radio Stations do they watch/listen to?
- What newspapers or magazines they read, if any!

A key tip is to make it easy for your customers.
Easy to call you. Easy to find you.

Do you know
which websites
YOUR customers
frequent?

Top 7 Tips for Small Business



How do I get local communities to know about us without spending a fortune?"

* SMALL BUSINESS HINT*

- **Create a Google Plus and Google Maps listing. This is free. Go to <https://www.google.com/business/> this gives you the step by step instructions to get listed. Then post news that is relevant and interesting to your customers (just you do on your Facebook Brand Page). These posts can also get your on the first page of Google.**

A great tip for operators who have a mobile component of their business it so run fetes & festivals. This whets your customers' appetite. Gives them a sample experience of the attractions. Then everyone gets a flyer, that drives them to your fixed forest or indoor arena destination.

The screenshot shows a Google search for "small business tips". The search results include:

- Free Business Listing - Sensis.com.au**
www.sensis.com.au/Listing
Free Advertising in the Yellow Pages®. Get More Leads Today!
Sensis has 2,405 followers on Google+.
Sensis Free Listing | Search Engine Marketing | Yellow Pages Digital | Social Media
- Small business advice - Generate More Sales**
www.basicbananas.com/smallbusiness
Attract New Clients. Learn Industry Insights.
Contact - Business Insights - Products - Marketing Workshop
- Investment Tips - elston.com.au**
www.elston.com.au/
Customised Investment Solutions For Private Australian Investors
Special Offers - Our Services - Our Difference - Meet the Team
850 Ann Street, Brisbane QLD
- Small Business - Sydney Morning Herald**
www.smh.com.au/small-business
Tips & advice for small businesses in Australia. Best-practice tips on how to start, grow & manage a small business.
Entrepreneur - Startup - Resources - The Sole Trader
- 7 Tips for Small Business #smallbusinesstips**
https://plus.google.com/.../posts/LjEhmGvr8jo
Battlefield-Sports
22 hours ago - 7 Tips for Small Business #smallbusinesstips
- Top ten tips for family business - Australian Small Business ...**
www.asbc.gov.au/family-business/top-ten-tips
1. Leave work at work and home at home. 2. Have clearly assigned roles for each family member to avoid feelings of being taken for granted, over-worked or ...

Tip 6:

Make your Website Mobile Friendly



Many people will not go anywhere without their Smart Phone. The number of searches done on a mobile device such as a phone or tablet has sky-rocketed.

So much so that Google changes its algorithm, the way it determines which search results, in April 2015 to favour mobile friendly sites. But *don't panic* Google also considers 199 other factors.

Does your web site shape up?

Find out. Just Google "mobile friendly test" or go here

<https://www.google.com/webmasters/tools/mobile-friendly/>

And input your web address to see your results.

The writing is on the wall. Bing have announced that they will follow Google's lead to change their algorithm. I predict the others will follow suit.

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How to Convert your Web Site to Mobile Friendly?

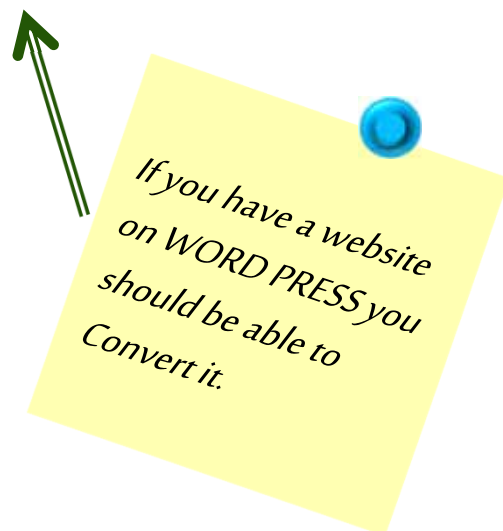
Here are some ideas for you:

1. Go back to the Web Designer who created your original web site and get a quote to re-do
2. Too much? Then you might want to consider Freelancer www.freelancer.com or 99Designs www.99designs.com
3. Or you might want to have a go and do it yourself (you'll need FTP access to your web hosting). Google, in fact give you some helpful guidelines, see <https://developers.google.com/webmasters/mobile-sites>

"...more Google searches take place on mobile devices than on computers in 10 countries including the US & Japan"

Source:

<http://searchengineland.com/its-official-google-says-more-searches-now-on-mobile-than-on-desktop-220369> May 2015



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Here is a before & after shot of our Laser Skirmish website!

- ✓ Notice that in the new design the **CALL TO ACTION** is above the fold. This means that customers do not need to scroll to see how to contact you.



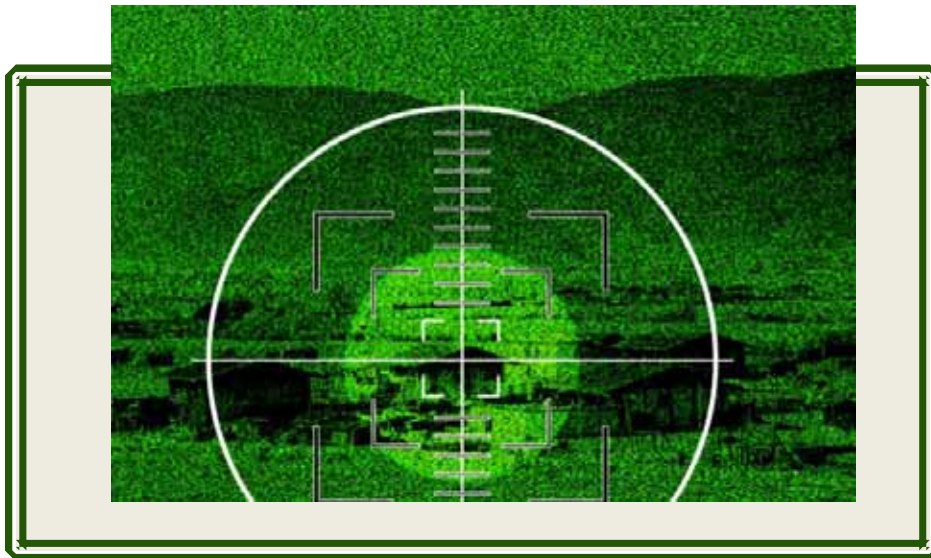
Ready, Aim... FUN!

Laser Skirmish caters for groups big or small. Our team all have Working with Children BLUE Cards (or are applying for them). Laser Skirmish is best for:

- Boys or Girls Birthday Parties, your child



Tip 5: Target your Message



Your LINKED IN profile will often show up even before your own website!

Back in the olden days a Sales Rep would qualify a Prospect, nowadays the CUSTOMERS qualify you, they qualify your small business.

Prospects will Google you, Facebook you, maybe even check you out on LINKED IN all before they phone or write an email.

Tip 5 for Small Businesses to really target your message and ensure your message (your Unique Selling Proposition, your USP) is consistent on all channels.

*** TRY THIS ***

- Try pop in your business name into a search engine and pop in your name and see what search results you get.

Tip 4:

Engage your Customers



Who loves you?

Consider who loves your services and / or goods?

Think about what is important to them – what do they need or want, what do they fear?

What problem or issue to you SOLVE?

And think about what is unique about you.

In doing so you can start a “conversation” with your potential customer. You can create a Lead Magnet. A lead magnet is something your prospects & customers want in exchange for giving you their email address. People love checklists & how-to books. For example this party book gives Mums & Dads hints & tips on how to have an Awesome Party!

Tip 3:

Get into the “Conversation”



Once you have got your prospects/customers' interest, once you've engaged them, then you can get in to the conversation.

There are some great tools available.

- Mail Chimp is free up to 2,000 records.
- Other tools are Constant Contact or Infusionsoft.

PROBLEM | SOLUTION | PROOF

Dial in your message to target your message. The way you craft this message is using the formula “problem, solution, proof.”



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The key elements to success getting your message across for small business are:

1. **PROBLEM.** What issue to you solve? What need do you fulfil. Make this message vivid!
2. **SOLUTION.** How do solve their needs/ wants? Your USP?
3. **PROOF.** Review on social media such as Yelp or Trip Advisor offer peer-to-peer proof. This is powerful. Customer testimonials (both written & video) on your website are vital.

Nicole Lander speaking at a Global Business Seminar

Started in 2004, now there are 142 millions used on **Yelp** each month.

Source:

<http://expandedramblings.com/index.php/yelp-statistics/>

Started in 2000, **Trip Advisor** now has more than 200 million reviews & options online.

Source:

http://www.tripadvisor.com.au/PressCenter-c4-Fact_Sheet.html



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So, They've Got that Thing

Ok, so your prospect/customer has got that free eBook or checklist you've offered. They've taken a baby-step towards your small business. Now what?

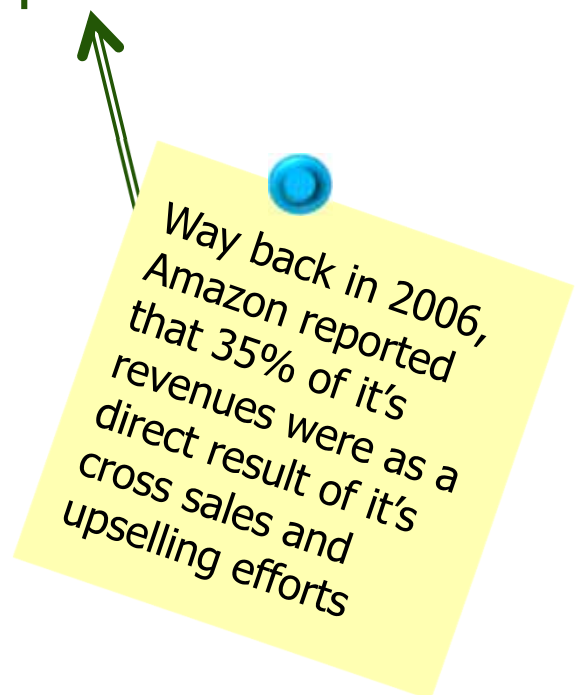
What is the MOST valuable real-estate on your website?

The most valuable page on your web site (apart from your home page) is your "Thank You" Page. Most times when you have downloaded an eBook you get re-directed to a thank you page. Get this page to work harder for you. Offer MORE.

Give the prospect/customer another offer. Just like McDonalds' famous "would you like fries with that?" you are asking them a question if you can offer them more.

Likewise on the second thank you page, offer more!

30% take the Upsell



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Who is making the decision to buy & How the Decision is Reached. How to convert initial enquires when they ask for quotes but decide to go off somewhere else.

Survey results from small business included the question above – who is making the buying decision & how do they reach their decision.

How?

Simply explain what you've got.

What's in it for them.

And...

What to do next.



Tip 2:

Know what Motivates your Customer



Bucks & Stag Parties
deadline? They have
to be run BEFORE the
wedding!

As a small business you need to know what drives your customer to choose you. For example the DNA of an event organizer consists of:

- A reason
- A budget
- And a deadline.

For example if you are running a birthday party the event organizer is normally the Mom. The reason for the event is the birthday. The party needs to be close to the child's birth date.

Think of the decision-makers as FANS. They have Finance, they have the Authority to spend that money, and they have Need.

The Number 1 Tip: Be Confident

**The Number 1
Small Business
Tip**



If you are the owner or the operator of a Small Business your staff, your suppliers, and your customers follow your lead.

The number one small business tip is to BE CONFIDENT.

If you can 'keep-on' keeping-on even if times are challenging then your small business is likely to be successful.

I hope you've found this info on The Top Tips for Small Business useful. To watch the video of this Tip Sheet see

www.youtube.com/watch?v=h6XezsGuuoE

Then, I invite you to take the next step to build *Your Battlefield Business* & boost your sales.

YOUR CALL-TO-ACTION

www.battlefieldsports.com/next-step

If you're interested in turning your passion into your profession, book an free consultation today.

Book in via
battlefieldsports.com/next-step

