



## Fall Marketing & Winter Work

Although Fall has just begun, now is the time to start planning for Winter work.

**So what's the best way to drum up new business?**

Reach out to your past customers.

Your current customer list is often the best kept secret in marketing because so many businesses don't utilize it to its full capacity.

If you have a Constant Contact or Mail Chimp account, a simple email is all you need, and here are three tips to get you started.

1. Figure out what type of work you want to be doing **4-6 weeks** from now and promote it - successful marketing requires consistency and time.
2. Add a **photo** or two for inspiration - customers love to “see” the possibilities.
3. Tell them **what to do next** (i.e. - be sure to include a call to action) - your phone number **and** a link to request an estimate through your website work best. And then be sure to get back to them as quickly as possible.

Want more help map out your marketing plan for the next 3-6-9 months?

Join me for **The Full Circle Marketing Plan Workshop** and we'll craft a custom plan together that fits your business and your goals.

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