

'My' Success Consultant

How to Increase Your Sales Quickly?

Christmas and the Holiday Season are an extraordinary opportunity for most businesses to increase their sales. As many business owners have experienced, the classic case of establishing an office/store, putting out a few ads and then waiting for the customers to wander in is no longer enough to create real business success.

If you have been stressed out about meeting your monthly sales goals, if your business has been stagnating financially, if you are sick and tired of working overtime and you are ready to elevate your business to a completely new level keep reading this article, because I will give you specific ways to change all of it rapidly.

One way to achieve increased sales is to be in communication with your customers to learn their exact needs. In addition you want to remind them that you are ready to cater to their specific desires as well as you want to informing them of your freebies, helpful tips, discounts, events, coupons and specialized information.

How do you reach your clientele quickly, effectively and inexpensively?

Today's most famous business gurus agree that having your own newsletter, or e-zine, is the best way to create the type of relationship that is satisfying for shoppers and business owners alike. However, before creating a newsletter, you need to have an email list.

Building a list of "your" people will be the most important tool for your success. Andrew Carnegie, who at one point was the richest man in the world, said: "Take away my factories, but leave my people, and soon we will have a new and better factory."

Today's article focuses on building your business' email list. When I started creating mine, I had less than 200 people on it, today I have close to 20,000.

Why do I suggest that you build an email list versus a mailing list?

Communicating via email is faster and more cost effective. Of course having additional information on your clients (like telephone number, address, etc.) is also helpful because, when people change their email address, you can follow up and ask for the new one.



by Klaudia Kovacs

You need to make it appealing for clients to sign up for your list, because most people are overwhelmed by their email traffic. I suggest that you reward your clients for providing their email address; make it worthwhile for them to be on your list! Good examples are: if you are a nutritionist give away a collection of recipes, if you are a coach give away a free CD with helpful suggestions. Whatever you choose to gift your clients with, provide something that they want and seek. Sticking with the professions above, bad examples are: you are a nutritionist and you give away a nice pen, you are a coach and you give away a coffee

cup. While these are nice items, they have nothing to do with your business; therefore it is unlikely that they will inspire your target market to sign up with you.

You can collect your clients' email addresses many ways: a guest book in your store/office, via your website (check out my example here: www.mysuccessconsultant.com), e-promotions, e-drawings, e-coupons, e-advertisements, subscription links, blogs, clients' referrals, etc.

Since I strongly believe that true and long-lasting business success can only be achieved and maintained with integrity, you only want to put people on your mailing list who actually agree to it. There is no point of communicating with people who do not want to be communicated with; after all building a quality list is so much more important than having a big list. In addition it is important for you to be aware that there are anti-spam laws in the U.S. and you do not want to violate those.

Begin collecting your clients' email addresses so you can start sharing how you are able to contribute to them. If you have a quality product/service and you utilize your list the right way, you will obtain more clients and your business will expand.

If you need help with building your list quickly, please contact me at www.mysuccessconsultant.com/contact/.

*Much Success,
Klaudia Kovacs
Business Success Consultant
www.MySuccessConsultant.com*

The Art Studio

A Place to Explore Your Creativity



Oak Valley Charter School's art class shows off the progress they've made on Tehachapi's first Traveling Piano, brought to the community by The Art Studio

Unlocking your creative potential has never been easier. The Art Studio provides a relaxed and noncompetitive atmosphere that is the perfect environment for learning new art skills, expanding your creativity, and sharing moments with friends. A wide variety of artistic mediums and instruction are available such as drawing, sculpture, painting, pottery, and ceramics. Regardless of age, the studio offers classes and materials for pre-schoolers and senior citizens.

Since opening in January of 2011, Colleen Grant – owner and operator – has been having fun doing what she loves. She teaches all ages in a variety of mediums and venues. With the help of a talented staff, she offers classes at the studio as well as after-school art classes at school sites. Her goal is to create enthusiasm for the arts and to provide a comfortable environment for budding artists.

In an effort to link the arts with the community, The Art Studio and Valley Oaks Charter School are sponsoring a "Traveling Piano." Inspired by the 60 painted "Play Me, I'm Yours" pianos scattered throughout New York in 2010, high school students are painting an old upright piano to circulate throughout Tehachapi. Anyone wishing to sit down and play will find this colorful and unique piano somewhere in town.

The Art Studio is pleased to introduce some new activities and projects. You can now design and personalize just about anything - mugs, hats, t-shirts, and ceramics. Whether working with clay to create a unique sculpture or choosing a piece already

made from a wide selection of Bisquitware, you can be a 'blooming' artist. Soon Saturdays will officially be Project Day. Everyone is invited to come in and select a project for completion in a single day. You will be supplied with a kit containing all of the materials and guided through the process by

an instructor who can answer questions and provide demonstration, assuring your success. Keep this opportunity in mind for holiday gift making.

Birthday parties, private receptions, and parties for special occasions can also be scheduled at the studio. An event specialist is available to help you create the perfect party for whatever the occasion.

The Art Studio is located in the Albertsons shopping center at 785 Tucker Rd. Ste. B Tehachapi, CA. Contact The Art Studio for scheduling and pricing at 661-822-4420 or visit the studio on the web at www.theartstudio.vpweb.com.

The "Traveling Piano" – or a painted piano that travels to various events so that anyone can sit and play it – has seen many iterations over the years. Some have even taken this idea and turned it into an art form. An example is Luke Jerrum, a British artist, who released his 2008 traveling social artpiece, "Play Me, I'm Yours". This art contains approximately 60 painted pianos that are placed all over a city as an interactive artwork that anyone can sit at and play.

The concept of a Traveling Piano has made it's way here to Tehachapi where The Art Studio and Oak Valley Charter School's art class have begun painting a standing piano to be Tehachapi's own Traveling Piano.

If you are interested in hosting the Traveling Piano at your business, please contact us at 661-822-4420.



Insight
Photography

823-8107

Families
Babies
Children
Weddings

www.insightfulportraits.com

Lessons in fine arts...

The Art Studio

All Ages - Pottery, Drawing & Painting
NEW on SATURDAY: Ready-Made Ceramics
and Design Your Own T-Shirt!

FRIDAY SPECIAL 3:30-5:30pm 40% OFF Ceramics Class
includes materials - during Nov. & Dec. only

661.822.4420 - we're in the Albertsons Shopping Center