

Title:

Blast Your Way Out Of A Slump With 4 Simple Tactics

Word Count:

359

Summary:

Every business goes through a ^slump.~ Hey, you've been raking in the bucks when... blam, you

Keywords:

marketing slumps, advertising, customers

Article Body:

Every business goes through a ^slump.~ Hey, you've been raking in the bucks when... blam, you

I know that doesn't fix one thing for you right now, but find comfort in the fact that slumps

Why?

Some slumps are to be expected. Seasonal workers expect to have some down time during the ^of

* A recent change in your advertising campaign has gone sour?

* A savvy competitor has ^one up~ on you?

* Major news is affecting the entire industry?

Once you've properly identified the cause, you can develop a counter strategy to boost yourself

What If There's No Obvious Cause?

When there is no apparent reason or catalyst, you can safely identify it as a normal business

1. Develop a special deal for your existing clientele. Make it short. Make it quick... put
2. Let your prospective customers in on the secret. Get them hustling to get in on the deal,
3. Call your trusted, long-time customers and let them know you need their help. Ask them for
4. Temporarily blitz ^quick~ advertising media with your deal. Get the information out quick

Sometimes a little quick action is all it takes to boost things back into their perspectives.

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