

Build Your Own Revenue & Profit Blueprint - Part 3 of 6

If your existing customers and a great tanning salon staff are the foundation of your blueprint, then new customers are what will allow you to build your business up and that brings us to part 3 of our Building Your Own Revenue and Profit Blueprint series: Part 3 - Increase Revenue & Profits with New Customers When you really start to evaluate your revenues and profits, you should be asking yourself:

- How can I attract new people to my tanning beds?

- And how can I do it for a low cost? The answer? Reciprocal relationships. Your neighborhood is full of other businesses, so look around and keep an eye out for businesses that not only see a lot of customers, but who also have a logical connection with a tanning salon. In other words, track down that busy health club, cosmetics store, hair salon or nail shop. These businesses are full of customers that are all trying to look better and feel better. Turning Reciprocal Business Relationships into Profitable Relationships It's easy to identify those potential partner businesses, but how do you turn that into a profitable reciprocal business arrangement? In other words, how do you turn a lady who loves to get her nails done into a tanning bed user? A great way is to offer those potential partner businesses (limited) free tanning if they recommend your salon and refer people over. Think about it this way, a few sessions in a tanning bed is one of the least expensive promotions option you have, so why not utilize that low-cost tool and turn it into a sale? It's basic viral marketing. Giving up a free tan costs you very little and in return you get incredibly valuable word-of-mouth referral business. The Bottom Line Social or viral marketing is one of the least expensive and yet most effective forms of marketing out there. So, why aren't you doing it? Get out there and network with other businesses and start attracting new customers to your tanning business.