



## 50 SMALL BUSINESS IDEAS THAT CAN BOOST YOUR PROFITS

1 Start fresh everyday!

2 Create and give away business card magnets

3 Listen to your customers

4 Create a list of your creative ideas

5 Read blogs and books for inspiration

6 Write a blogs and share tips at least once a week

7 Sponsor a cause or local event

8 Write a guest blog

9 Thank your customers publicly

10 Send hand written thank you cards to your customers

11 Create a Facebook Business Page

12 Create Twitter account

13 Create a quality website

14 Create an Instagram account

15 Get a Google My Business Listing

16 Post on Google My Business

17 Create Facebook groups

18 Network on Facebook groups

19 Use your social media profiles to promote engagement

20 Use social media to provide customer service

21 Collect e-mail addresses

22 Send a newsletter

23 Form Strategic Alliances

24 Host a giveaway

25 Ask customers for feedback

26 Ask customers for referrals

27 Ask family and friends for referrals

28 Create a referral network with other sellers

29 Ask customers for testimonials

30 Rebuild your tired website

31 Use Google Ads

32 Use SEO to Drive Traffic

33 Get interviewed on a blog, magazine or podcast

34 Advertise on Facebook

35 Content Marketing

36 Advertise on LinkedIn

37 Attend Seminars & Trade Shows

38 Advertise on Instagram

39 Network on LinkedIn Groups

40 Segment your advertising: New and Existing customers + your Email List

41 Join forums & network

42 Attend local Chamber Commerce

43 List on Online Directories

44 Use videos to promote your product

45 Collaborate with other businesses in your industry

46 Write a press release

47 Host an online workshop, webinar or training

48 Invite other writers to your blog

49 Provide value everyday

50 Ask for Google Reviews