DaltonPlan® Business Information Newsletter

Setting the Benchmark for Business Performance Issue 83 – 2011

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DEANO'S COMMENT

Retain Customer Loyalty

In this third video of our educational business series we talk about **customer retention** through customer loyalty. We all know that it's easier and more cost effective to retain loyal customers rather than to attract new ones. To watch our video click on our Facebook page;

Click **Share** if would like to pass it on to your business associates and customers. If you don't have a Business Facebook page yet, click **HERE** to view it on Youtube. You should also register an account on Youtube so that you can place your own promotional videos up on the Internet for your customers to view. Get creative about what you think your customers might be interested in viewing regarding your products and services. It's easy and fun. All computers these days have video editing software as part of their standard suite of applications.

We will be updating our newsletter design in future editions to include valuable business information, from a range of professionals, to help you, as a business owner, to work smarter.

On our Facebook page we want to develop an interactive bank of business knowledge, as a business community. You can benefit and you can contribute.

So come on New Zealand!

BUSINESS PROFILE

By Jordan Barnes, Director

Jordan Barnes Artist Limited

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Click my **Facebook** - I decided a long time ago that I'd make a living from art. I've been painting for about a decade and I also sing, write songs and produce videos. In 2010, at 24, I was awarded the inaugural New Zealand Affordable Trust $15,000 Artist Grant which also included some opportunities such as meeting a business adviser. This is how I got the chance to spend time with Dean Dalton and plan my career as an artist and business owner. I was about to turn artistic creativity, skills and talent into a viable and structured business.

Not only did Dean take me through aspects of business, marketing and finance, but he is also an open-minded, positive thinker and a generous person. It was truly inspirational to talk to him. We talked about the benefits of setting up a Limited Company but also about life in general. We talked about taxes and marketing strategies but also about spare time and the importance of having fun on a daily basis.

We also talked not only about the way to find sponsorship, but also about the music and artists we like. When there is such a fine line between your passion, your emotions and your business, it is essential to establish a good working structure. It must be one part hard work, one part personal spare time and you must get stimulation from both to keep the inspiration flowing.

The first thing Dean told me to work on was to 'get online', with an updated website, Facebook, Youtube and twitter etc. This would be the foundation of my efficient communication strategy. I quickly understood what he meant by that. Not long after, someone bought one of my paintings and told me that before contacting me he'd 'checked me out online'. I do take seriously this aspect of my marketing.

It was a pretty full on session that provided me with the direction and the tools to succeed. It's been about 3 months since we finished the plan and I'm learning everyday. We have a monthly meeting where we keep things well on track. It's about juggling by personal life and my business. I also know that for me painting isn't work as such; it's my passion and that makes it easier. I have plenty of exciting projects. The planning was a great experience.

For more business advice click www.BusinessExpertsBureau.co.nz

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