

How to Use Your VC Effectively

VC.SHEROW.COM

A personalized virtual calendar is one of the most innovative and cost-effective ways to market your business. It's extremely effective because it simultaneously provides something useful that everyone needs and wants; helps you stay in touch with existing customers; encourages referrals; and will enhance your professional image.

In this free report, you will find ideas on different ways to use your virtual calendar more effectively.

The Basics

You just received your personalized virtual calendar (VC) ... now what?

The first thing you should do is view your VC. Just double click on the attachment you received to open it.

It is also highly recommended that you save your VC to a commonly used folder on your hard drive. This will make it easier to find when you are attaching it to an e-mail.

Who Should Receive Your VC

There's no limit on how many virtual calendars (VC) you can e-mail. As a result, you can send your VC to everyone you know. Here are some recommendations:

Website Visitors

Website visitors are great candidates for your virtual calendar. They may have stumbled into your website and forgot to bookmark it. As a result, they will probably never return. However, by offering a FREE personalized VC, many visitors will download it. Each time they use, it will be a reminder of your business and website.

Mailing List

Many business owners with websites have mailing lists. The more elaborate mailing lists offer many features such as username and password; opt-in; unsubscribe; and more.

You can create a simple list. Simply copy and paste the e-mail addresses into a program such as Excel or Notepad. Be sure to separate each address with a comma. When you're ready to send an e-mail, simply copy all of your e-mail addresses and paste in the BCC field of your e-mail program. It should look like this:

To: your e-mail address
CC: leave blank
BCC: harry@sample.com, bill@sample2.com, sally@sample3.com,
mary@sample4.com

The reason you paste your e-mail addresses in BCC is because otherwise your entire list of e-mail addresses will be displayed for everyone to see. If someone responds to your message and replies to all, guess what happens? Everyone will get the reply. The blind CC (BCC) prevents that from happening and keeps your e-mail addresses private.

Current & Past Customers

Your past customers are your greatest source of business. The key is to have them think of your business as often as possible. It's guaranteed that your past customers will think of your business every time they use your virtual calendar. If they had a good experience working with you, they will gladly work with you again and even recommend your services to their family and friends.

Family And Friends

This is a frequently unused source of business. Many business owners feel awkward asking family and friends for business or referrals. People close to you often forget that they are supposed to send you referrals. Help them remember by sending them your VC.

Here are some other contact ideas:

- Babysitter (And/Or Parents)
- Child's Schoolteacher(s)
- Church Members
- College Professor(s)
- Current Or Former Landlord
- Kid's Soccer/Football/Baseball Coach
- Neighbors
- Spouse's Co-Workers
- ... and many more

Business Contacts

Other business professionals can be a great source of referrals for you. Start collecting business cards and save their e-mail address for your list. Why not e-mail them your VC? It doesn't cost you anything. Most likely, you'll be the only one sending them something useful.

Here are some other contact ideas:

- Accountant
- Appliance Repairman
- Appraiser
- Bank Clerk
- Barber
- Bartender
- Beauty Salon
- Car Dealer
- Car Mechanic
- Carpet Installers
- Carwash/Detail Shop Operator
- Cleaning Lady
- Club Members
- Company's Receptionist
- Current Customers
- Dentist

- Electrician
- Eye Doctor
- Family Doctor
- Family Members
- Fax/Copier/Computer Repairman
- Feng Shui Consultant
- Financial Advisor
- Gynecologist
- Hair Stylist
- Handyman
- Health Club Members, Staff
- Heating/Ac Installer
- High School/College Friends
- HOA Staff, Board
- Home Warranty Sales Rep
- Insurance Agent
- Janitor
- Landscaper
- Lawn Cutting Service
- Lawyer
- Loan Officer(s)
- Mailman, FedEx/UPS Delivery Person
- Mason
- Mini-Storage Operator
- Nutritionist
- Painter
- Past Customers
- Pastor
- Personal Trainer
- Pest Control Guy
- Pet Sitter/Groomer
- Pharmacist
- Photo Shop Owner/Employee
- Plumber
- Police Officers
- Pool Cleaning Guy
- Priest
- Printer
- Property/Termite Inspector
- PTA Board Members
- Rabbi
- Real Estate Agents
- Real Estate Attorney(s)
- Receptionist Of Any Professional You Use
- Roofer
- Septic Tank Service Person
- Siding Contractor
- Store Clerks
- Surveyor
- The Avon/Mary Kay/Tupperware Lady
- Travel Agent
- Veterinarian
- Waiter/Owner Of Your Favorite Restaurant

How to distribute your VC

E-mail

E-mail is the best way to distribute your VC because it's easy, fast and FREE. Simply e-mail your VC as an attachment with a brief introductory paragraph of your own. Then copy all of your email addresses and paste in the BCC field of your e-mail program.

WARNING: Do not send your VC to people you don't know - spamming them won't make you very popular.

Your Website

The biggest problem your website can have is no content. The second biggest problem is stale content. Many business owners either don't see the value of content or simply don't have time to update their content. As a result, website visitors have no reason to return.

Website visitors are great candidates for your virtual calendar. They may have stumbled into your website and forgot to bookmark it. However, by offering a FREE download such as a personalized VC, many visitors can get something they need. In addition, each time they use your VC, it will be a reminder of your business and website.

You have two choices when distributing your VC through a website.

- You can simply have a link to the FREE download – it's quick and easy. Visitors just have to click on a link and the download starts immediately.
- You can offer it as a reward for joining your mailing list. Visitors would have to submit their email address and then they would receive your VC. This is more complicated because you'll have to add code to process the request or join a mailing list service. Then you have to think about how you'll maintain the mailing list. If you join a service, they will maintain the list for you. This is not recommended unless you understand HTML or have access to someone who does.

Bulletin Boards

Bulletin boards can be found at many locations such as grocery stores, delicatessens, coffee shops, doctors' office, and many more. It's a great way for local businesses to advertise for free. Why not post the following small sign:

