

Don't SLOW Down — DOUBLE Down!

Why I'm Taking Only One Vacation This Summer



Newsletter Pro

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If you pay attention to the stock market or trade stocks yourself, you might have heard the maxim, “Sell in May and go away.” People say this because summer tends to bring lower volumes and less money. When kids wrap up school and parents start dragging suitcases out of storage for vacation, tons of day traders say, “Well, that’s it for me!” and skip town, too.

This isn’t just a thing in the stock market. Many businesses slow down over the summer break. That’s why you see wealthy families on TV disappear to the Hamptons when the weather warms up. I have one entrepreneur friend summering in Paris this year, and I know a dozen others taking off to different parts of the world.

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There’s no problem with letting your foot off the gas a bit and enjoying your life. Heck, I’m taking the kids to Costa Rica for nine days this June! It will be our first family vacation in three years, just me and the boys. I’ve already rented a house where we’ll crash between zip-lining trips, hikes through the rainforest, beach excursions, and a visit to the Sloth Sanctuary of Costa Rica. (We’ll be on vacation during my youngest son’s birthday, and he loves sloths.)

I’m really looking forward to spending time with my kids and disconnecting from work for a bit. But that nine-day trip is the only one I’m taking this summer. Instead of skipping town for a

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longer break, I'm going to double down on a couple of key business efforts instead.

Why did I make that choice? Well, it comes back to the famous Warren Buffett quote I shared with you a few newsletters ago: "Be fearful when others are greedy and greedy when others are fearful."

There's a lot of fear about the economy right now, including fear of the unknown. The stock market is moving in ways it hasn't traditionally moved, and inflation isn't reacting to pressure the way the Fed expected it to. No one knows exactly what's going to happen, so they're running scared. They're hiding from the problem by taking a lot of vacations or putting their marketing on hold.

But slowing down isn't the answer. This is the time to be greedy. By working on your business this summer instead of flying off to Portugal, you can set yourself up to grab market share from all of those companies who are discontinuing their marketing and sticking their heads in the sand.

This work can also act as insulation that will protect your business from economic downturns. Think of it this way: I'm not a doomsday prepper by any stretch of the imagination, but I can assure you that if the end of the world DOES come, I'll be kicking myself for not having prepared! You don't need a full-on bunker to protect your business, but you do need the basics like food and water. Laying up those things will take some of the risk out of a downward economy.

So, what's the business equivalent of buying giant water bottles and dehydrated meals? This summer, I'm focusing on doing these three things, and you should do the same.



1. Examine and refine your lead-acquisition strategies. Double-check your copy, your landing pages, your offers, and your CRM follow-up sequences. Pick one strategy at a time and A/B test it to see if you can get better results. I know it's slow to do things this way, but it's the

right way, and it will pay off. If the economy goes down, you'll be one of the few in your industry still converting leads and getting sales at a respectable volume.

2. Look inward and take care of your existing customers. I talk a lot about the importance of retention and referrals. You could point to that and say, "Hey, Shaun, aren't you being self-serving?" and you'd have a point. It's true that Newsletter Pro's products and services can help you with both of those things. But I didn't add this point to the list to make more sales — I added it because the easiest sale YOU can make is the second sale to someone who is already a customer.

There is quite literally gold in your customer list; you just have to nurture those customers to tap into it. Tools like physical newsletters, email newsletters, and other referral and nurture campaigns can help you do that.

3. Check your systems and processes. I'm going to keep beating on this drum forever: You're only as good as your weakest link. Look over your processes for lead conversion, onboarding, nurturing, etc. and find those weaknesses. The sooner you find them, the sooner you can fix them.

Don't be afraid to ask for help to make these three things happen. I'm not prepping alone and neither should you. Remember, as CEO, your job is to make sure your business doesn't run out of money, set the vision for your company, and guide it down that path. You'll notice I didn't say, "Do the heavy lifting." Outsource where you can and take a vacation if you need one. Just come back ready to work.

- Shaun

HOW THE BEST BUSINESSES HANDLE UNCERTAINTY

What Does It Take to Thrive Amid Adversity?



Our unstable economy, global turbulence, and unpredictable circumstances continue to weigh heavily on businesses. Uncertainty shrouds the business environment, from small startups to powerhouse corporations. So, how are the most profitable companies able to flourish in the midst of economic and societal unrest? Well, they take control of uncertainty and wield it to their advantage.

Be proactive and adaptable.

With the lingering presence of uncertainty, your business needs to be able to think on its feet and adapt to any new situation. Create an environment where employees are encouraged to embrace changes and open their minds to new possibilities and challenges. Don't wait for issues to occur; be ready to tackle them head-on and pivot any projects and campaigns at any time. You can do this by promoting experimentation and continuous education or training. You want your business to evolve to any new environment and ride the waves of uncertainty.

Review risks.

Above all, risk management is crucial in planning for any bumps in the road. When you consider all the possible risks, you can plan for them and be ready to solve them as soon as they appear. You can't let your company wait for a catastrophe and be stumped on how to overcome it. It's time to prioritize risk management strategies and create efficient plans. In the process, you may even discover solutions to current issues in your business and be able to optimize your operations. Minimize the impact of possible problems with risk management planning. You won't regret it. As always, it's better to be safe than sorry!

Strengthen relationships and communication.

Business owners often overlook internal and external relationship building when it comes to risk prevention. Yet, if you want to ensure your company can thrive amid transport delays, inventory issues, and hybrid workplaces, effective communication must be your priority. Strengthen your relationships with customers, employees, suppliers, stakeholders, and practically everyone interacting with your business. When you can keep communication positive, clear, and open, you can enhance your company's image and can collaborate with your partners when times get tough.

Insist on innovation.

An ever-evolving market requires innovation and ingenuity. When a shift occurs, it's time to introduce something new. Whether it's a new product, service, protocol, or practice, you can go with the flow rather than work against the current. This can only be accomplished when you foster a working environment that inspires creativity and invests in new developments. You should never find comfort in stability, as truly successful businesses prosper best in change.

No one can avoid uncertainty. In the end, how you perceive unstable situations determines whether your business will be able to handle change. Risk management, communication, adaptability, and innovation are vital to overcoming instability. When you welcome change and plan for all the potential risks, your business can also bloom despite instability.

ELEVATE YOUR B2B MARKETING WITH B2C STRATEGIES

Behind Businesses Are Real People

One of the biggest mistakes a B2B business can make is underestimate compelling marketing. While keeping a professional image is important, you don't want your company to seem robotic or heartless. The key is to remember that no matter what businesses you're trying to sell to, you're still selling to people. And people respond positively to B2C messaging, so why not employ these tactics?

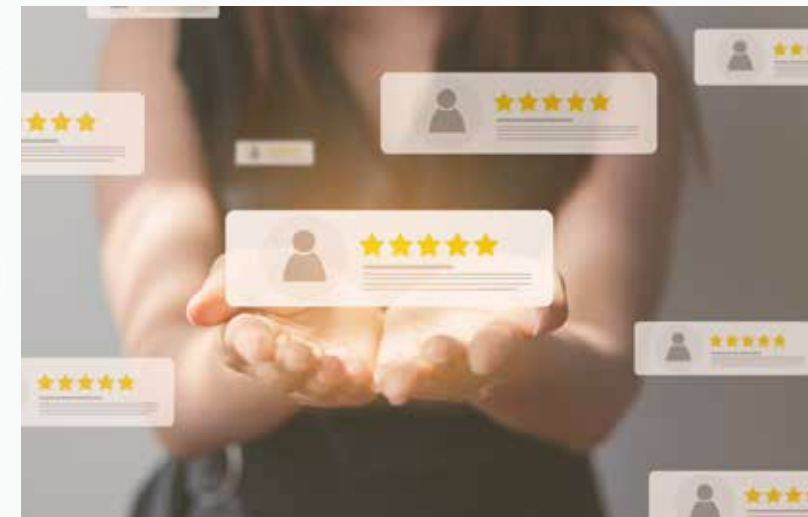
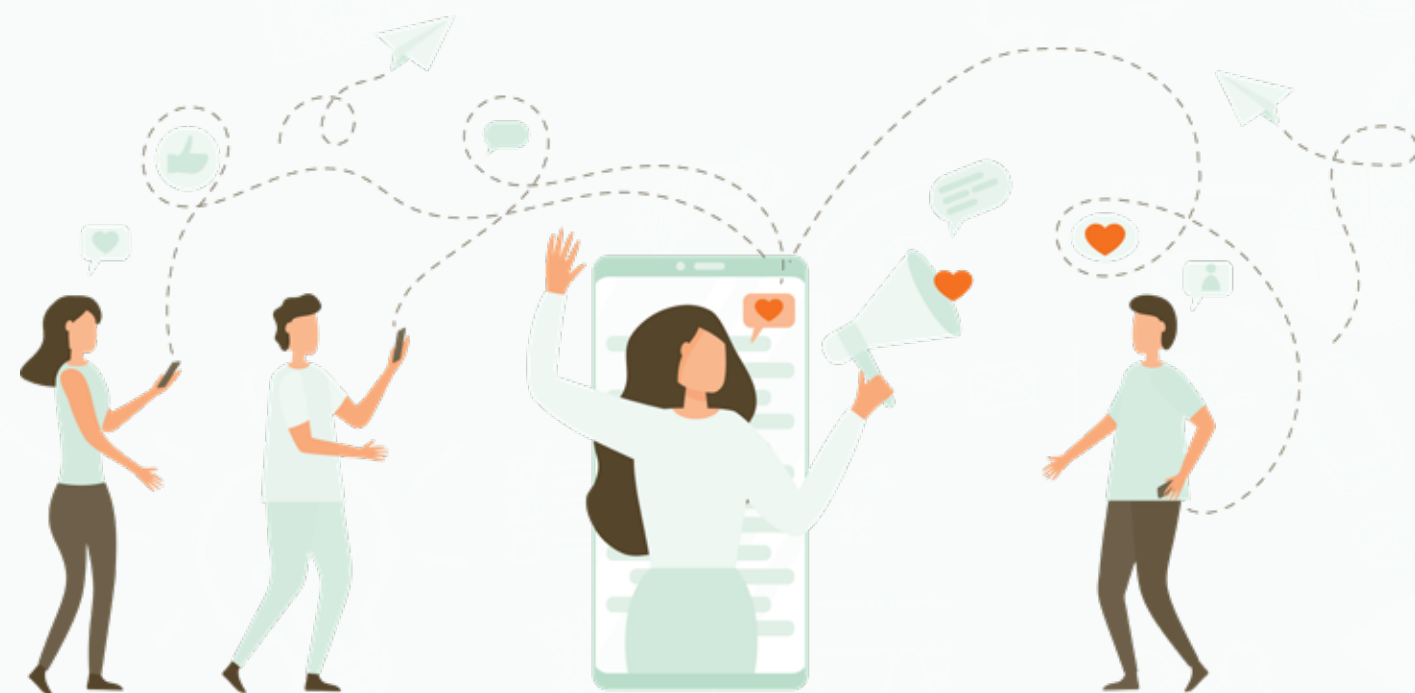
Gone are the days of exclusively providing technical brochures, price sheets, and informational demonstrations. Today, people want to know their concerns and problems can be solved efficiently by a company with heart. Expand your B2B engagement by using B2C marketing, which is built to attract customers through human understanding.



Communicate With a Personal Touch

Take this one with a grain of salt since you don't want to overdo it and come off as too casual. You should ensure you provide an emotional touch to your messaging to connect with your customers on a personal level.

One way to do this is by focusing more on the real-life benefits of your product or service rather than just its direct functionality. Can it save them time that would be better spent playing with their kids? Does it save them money that can enhance their career and financial freedom? Find out how you can connect your business to their business and life.



When it comes to your marketing copy, you can also spice up your dialogue with industry humor or relatable witticisms. The overall goal is to reach your audience with practical information that is also personable.



Build Trust With Testimonials

Customer reviews don't just help B2C businesses; they also help B2B companies build trust. When you provide authentic reviews and testimonials, potential clients feel more confident doing business with you. Share case studies where you can demonstrate how your product benefited previous customers and the visible results they received.

Not only does this help possible customers feel more confident about their decision, but it also helps previous customers feel heard. Any issue they may bring up is the perfect opportunity to right a wrong that happened during their transaction. You can save a customer in the long run if you can help resolve a past problem.



Keep the Process Simple

While they may be experts in their field and not the average online Joe, these clients still won't want to jump through hoops just to do business with you. Simplify the buying experience for your customers as much as possible to ensure they don't have a chance to change their minds.

Instead of conducting countless lengthy sales calls, you can clearly present the necessary information they need to take action. Not only can this increase sales, but it can also provide a better overall customer experience that leaves a great impression.



Everyone Is on Social Media

Yes, everyone! It would be a waste to not engage on different social media platforms. This is an excellent way to connect with customers and reinforce your business's voice. When you provide engaging content and helpful information on social media, you can stay top of mind and reach new customers. Express your

brand voice, create content, share team stories, offer customer support, and do whatever else you can to enhance your company's marketing efforts.



Use Attention-Grabbing Visuals

People don't have the patience to read. While we all love cozying up with a book, we don't necessarily want to read paragraphs of text on a business website. One study revealed that most people only read 28% of the words on a web page. You're more likely to grab and keep someone's attention with colorful visuals and media.

TikTok's popularity is evidence that we respond best to short bursts of content. Make your marketing content engaging and easy to digest with brief but informative videos with striking visuals. Challenging? Yes, but worth the effort.



Who Doesn't Love Free Stuff?

Even businesses love free stuff! When you offer a free sample, product, or trial, you can build credibility while increasing the chance of customer return. When a free trial goes well, or a free product helps their concerns, you can create a connection with your customer and increase repeat purchases.

We've all had a free trial we were excited to utilize but had every intention to cancel before it was time to seal the deal and purchase the service. We often find that once the trial ends, we are already persuaded by the product's quality and couldn't imagine life without it. B2B industries can use the same marketing method to reel in new customers and keep them on your roster.

You can maintain your B2B professionalism and expertise while employing effective B2C marketing strategies. These successfully proven tactics draw in customers and build relationships through personable communication and understanding. Ultimately, behind every business is just a group of regular people!

Dare to Grow

Unleash Your Company's Potential With Continuous Learning

There's a very famous saying: "If you're not growing, you're dying." The ownership of the quote is tossed around to many celebrities like Tony Robbins, William S. Burroughs, and Lou Holtz. But regardless of who said it first, the quote is true — and it applies to your business. If you are not doing something to actively push yourself or your organization forward, you're falling behind.

We don't mean growing by size, revenue, or profit, either. We mean growing in the evolutionary sense, where you're pushing your business every day to be the best possible version of itself. We've found the best way to do this is to create a company culture of continuous learning and development. And it's not too late to start if you didn't initially build your business upon the desire to learn, grow, develop, and evolve. In fact, most businesses didn't when they first started out, but companies that emphasize learning at all levels of their organizations can better adapt to changing markets, generate more ideas, and reduce employee churn.

So, how can you create a culture of learning and development at your business?



SHARE THE LEARNING LOVE.

The first way to create a culture of learning is to talk about learning. If you take a professional development course, share what you learned and thought about the course with your team during a meeting. Or,

if you know a team member who just participated in a class, course, or even read a professional development book, ask if they'd be interested in sharing what they learned.



PROVIDE LEARNING OPPORTUNITIES FOR YOUR TEAM.

You can't expect your staff to go out and sign up for professional development courses on their own.

Some certainly will, but others may not even know free or sponsored resources exist. So, give your staff space to learn and encourage them to do so. This can look like outsourced training or internal cross-training opportunities, book clubs, workshops, and off-site conferences alike.



REWARD LEARNING WHEN YOU SEE IT.

If you want your company to value learning, it's a good idea to make learning valuable. Sure, knowledge is an important asset, but many working Americans are simply trying to get through their day. Attaching a tangible reward to courses, classes, books, and workshops makes

upskilling a favorable choice for everyone, leading to a workforce that participates in learning independently.

Resource
of the
Month

Want to Build New Relationships?

Use Hunter to Connect With Others!

Networking with others is extremely important for developing new relationships with businesses or customers. Wouldn't it be great if there was a resource to help find the best person to contact from a company, find email addresses, and create personalized and effective cold emails? Well, you're in luck — Hunter can help you save time, build connections, and turn prospects into customers.

Hunter's mission is to give professionals a tool to create and nurture new connections. They do this by offering four different services: domain search, email finder, email verifier, and cold email campaigns.

If there's a business you would love to connect with but are unsure who to contact, Hunter's **Domain Search** is the perfect tool. It provides available email addresses in half a second. All you have to do is search for a company or website, and Hunter will do the rest!

But let's say you know who you want to contact but don't have their email address. Use Hunter's **Email Finder** and type in the name and company of the person you wish to contact. Then, Hunter will pull data to find their email address. And if you want to ensure an email address is legitimate, Hunter's **Email Verifier** will confirm its validity.

Hunter can get you the best results by combining automation and personal attention. So, if you need to **send cold emails**, Hunter can help you receive responses! They will prepare the email and follow-ups for you, and you fill in the gaps to add a personal touch to every message. You can focus solely on the content and building relationships, and Hunter will do the rest.

The best part of all, **you can integrate Hunter** with the applications you already use! If you use Gmail, Outlook, Google Sheets, Zapier, or HubSpot, install the add-on to these applications, and you're all set.

There are so many benefits to using Hunter — no wonder Cisco, Canva, Adobe, and Microsoft use it! If you want to create and nurture new relationships, visit **Hunter.io** for more information.

The 4 F's

Of Summer Employee Engagement

Engaging employees with celebration generally falls into four categories.

Fun — Pure, goofy fun is appropriate sometimes: games, social time, scavenger hunts — anything to blow off steam and get to know each other better.

Freedom — Employees appreciate schedule flexibility when possible in the summer. The flexibility to work around family obligations like dropping kids off at camp, or just leaving early for evening league sports, is an invaluable perk to employees and an affordable one for you.

Fitness — Healthy employees perform better. Think beyond physical fitness, too: Financial literacy and emotional support are also forms of "fitness" that are integral to overall employee wellness.

Focus — Many workplaces now are offering meditation training to help employees stay calm and focus better. But don't forget about the ultimate form of workplace focus, known as "flow" or "getting in the zone." Focusing on work should be enjoyable and rewarding, and one of the best ways to help employees experience this is to communicate how meaningful their work is. Who are they helping? How are they improving lives? All work has purpose!



QR Codes: How To Use Them Successfully

You may have heard that QR codes are one of the easiest ways to add convenience and trackability to your business promotions. With QR code usage growing by 96% between 2018 and 2020, this reality has become even more apparent. But how do you start reaping the benefits of well-placed promotional QR codes? In this blog, we will explore the importance of QR codes, how to use them successfully, and ideas for integrating them into your marketing.

What is a QR code?

A QR code (otherwise known as a “quick response code”) is defined by the Oxford Languages Dictionary as “a machine-readable code consisting of an array of black and white squares, typically used for storing URLs or other information for reading by the camera on a smartphone.”

These scannable codes can take users to a variety of online resources like websites, digital forms, and surveys. All the user must do is open the camera app on their smartphone, point the camera at the QR code, and voila — they’ll be transported to whatever link you designate. QR codes are very easy to set up, track, and use in your newsletter. And with 85% of adults in the U.S. using smartphones, they are a simple way to make your business offers more accessible and convenient.

How to Use A QR Code Successfully

Before using a QR code, you should first determine which URL you want it directed to. Do you want it linked to a digital flyer, a menu, or a landing page? It’s really up to you, depending on your needs and the industry. Then, you can simply plug that URL into a QR code generator and download the code. (Make sure you test it out with several smartphones before distributing it.)

Next comes the ad itself. QR codes are typically used in physical mediums like print flyers and signs as part of

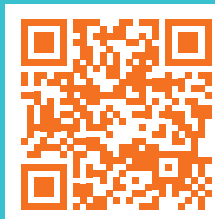
larger marketing material. Like with most “calls to action,” the success of a QR code will be highly dependent on the surrounding content. The copy, design, and offer (if there is one) will play a significant role in whether or not readers want to take the time to scan it. So make sure that those elements are optimized before you publish your materials.

Once the QR code has been distributed in the means of your choosing, you can track its success. This can be accomplished by ensuring that the URL you use is unique to the QR code. For example, you can have a link to your desired landing page that has a tracking code attached and can only be accessed by people who scan the code. This will help you distinguish between people who have visited your page through the QR code and those who found it through other means.

This can also help determine the success of your QR codes, how to use this tool in the future, and where you should make tweaks. Later, you can even utilize that data to optimize future campaigns and improve your marketing methods.

Tracking QR Codes

Depending on what QR code service you use, your tracking abilities will vary. That’s why it’s essential to be selective when deciding which QR code client to use. Some relevant metrics that can be obtained relating to your QR codes are ...



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