



Assemblage LLC Bi-Weekly Newsletter

Message from Kellé

Hello!

The world is opening back up and boy can we tell. Traffic is getting back to normal here in the DMV along with many sightings of maskless faces.



As you begin to get back to normal in your ventures, don't forget to continue to save and look for ways to reduce costs. The pandemic proved to many of us just how minimal we could live, and even operate our business while still having happy and joyful families, employees and customers.

What areas can you work on being a minimalist in? Email me today and let me know!

Your Virtual CFO & Business Strategist.

Kellé

[Schedule a free 15 Minutes with Kellé](#)

Four Ways to Reduce Business Costs!

[Book a Business Strategy Session**](#)

****We've already done the legwork to determine the most cost-effective systems, apps and approaches out there. Contact Assemblage LLC and book a business strategy session for help with this!**

Running your own business can be costly and time-consuming. The antidote? Making smarter choices when deciding where to put your investment and cutting down on costs so you're not spending where you don't have to.

1.) Take care of current customers

Current customers cost you much less to keep happy, than new ones take to acquire. You can spend a vast amount, and end up offering a lot of incentives, in order to attract those who don't yet know you. With your existing customers, the hard work is already done. By looking after your customers you not only secure repeat business, but create your own brand ambassadors.

The aim is to make them feel special, to thank them, reward their repeat business and encourage their word of mouth (it is as powerful online as it is off).

Tips

- Make a note of their spend or purchase history, it will enable you to offer a loyalty incentive - this doesn't have to be expensive or costly to you, a cupcake or a handwritten note will go a long way.
- Make sure your aftercare and customer support is as good as your face to face interaction or online sales care.
- Invest in a good Customer Relationship Management System (CRM) - they are now affordable, simple to setup and are incredibly powerful when it comes to keeping your customer relationships healthy and on track.

2.) Offer customers a streamlined/fast way to pay for your services/product

A streamlined online invoicing/receipt service could enable you to manage your billing process more efficiently and enable your business to get paid faster

3.) Use a web builder NOT a web developer

If your business does not need a technical or high-end website then, spending a few hours building your own, with a web builder, is an ideal - and inexpensive - way to

get online.

Website builders are perfect for helping small businesses to get a website up and running within a day or less. You should find them easy to use, they require little technical knowledge and, thanks to their 'themes' and templates you can do an awful lot just by dragging and dropping in layouts you like, to support the content and imagery you have. They often have their own image libraries for you to use and select from too.

4.) Try DIY marketing

There are many ways you can promote your business and most require no more than a little dedicated time and creativity. We thought these 4 might be useful:

- Learn basic SEO - You might have a website - and be paying for it, make it work for you by ensuring it can be found. Share content - Learn a little more about your customers, where are they, what interests them, what questions do they have that relate to what you sell - answering a question via blog, forum or social channel is a good way to start a conversation.
- Build a database - Create an email opt-in on your website or blog. You can offer a free download, discount or gift for customers who are willing to add their email address to your list.
- Connect contacts - Network, join local events and online groups where you can meet complementary businesses and potential customers.
- Let others help - Ask for a referral and send something a little while afterward to say thank you - if your recipient did not actually get round to making the recommendation, then they soon will.

[Book a Business Strategy Session!](#)

Want bonus entries for our monthly drawing?

Newsletter subscribers are automatically entered into our monthly prize drawing. But you can get *BONUS* entries!

For every person that signs up for our newsletter and includes your name and/or email in the "How did you hear about us?" section you will get ONE BONUS ENTRY.

Just send people [This Link](#) so they can sign up! Get those bonus entries!!



In **ADDITION!** You can get **ONE Bonus Entry** for **EVERY SOCIAL MEDIA SITE** you follow us on.

Our Facebook, Instagram, Twitter, and LinkedIn are linked below



Helpful Tip



[Learn More](#)

If you missed the May 17th tax filing deadline, you can get an extension to October 15, 2021 by filing form 4868. But remember, an extension to file is **NOT** an extension to pay! If you think you will owe, submit payment electronically via this link today in whatever amount you can. This will reduce the amount of late payment, penalty and interest you'll owe.

Recent Reviews

Dani McMahon -- 5 Stars

Positive: Professionalism, Responsiveness, Value

Kelle's guidance, communication and follow up are top notch! Her experience and professionalism come through with every correspondence.

Follow us on social media and share our tips and tricks with all your friends!



ASSEMBLAGE LLC, 4491 Cheshire Station Plaza, Suite #2007, Dale City, Virginia 22193, USA, +1
(202)-856-7661

[Unsubscribe](#) [Manage preferences](#)

Send free email today

HubSpot