

Inside This Issue

- [Sneak Peek](#): Deals & Discounts
- [This Just In](#): Kudzu gets a makeover!
- [Kudzu.com Works For Me](#): Just TRASH It!
- [Power Tips](#): Managing Your Time
- [A Last Word](#): Local advertising

Sneak Peek

Everyone Loves a Deal!

Getting a good deal makes folks feel great about purchase decisions. You can use deals to encourage consumers to try you in the first place and then to stay with you for multiple visits so that using your service becomes a habit for them. But, offering consumers deals can help you in some other important ways, too. You can encourage service visits at a time of day, week or year that may be slow for you, or move out current inventory at a discount in order to make room for the new stuff. Steal a look at these deals—they may give you some ideas for deals of your own!



Sensations Salon & Body Works - Phoenix

<http://www.kudzu.com/merchant/deals/908598.html>

Once Upon a Cake - Atlanta

<http://www.kudzu.com/merchant/deals/1240314.html>

Brake Masters - Las Vegas

<http://www.kudzu.com/merchant/deals/1525735|1.html>

Ace Drywall Paint and Plaster - San Diego

<http://www.kudzu.com/merchant/deals/16665447|1.html>

Miss Vicky's Pet Sitting & Services - Dallas

<http://www.kudzu.com/merchant/deals/16659583.html>

Give consumers an incentive to:

- Use your services. Offer dollars off the price of service; first (or second) visit free; or a complimentary estimate.
 - *Keep using you.* Offer a complimentary visit after every ten or a discount when customers sign an annual contract.
 - Recommend you to their friends. Give a gift or discount for every new customer referred.
 - Use you differently than most. Discount prices on your slowest night of the week or slowest time of year.
 - Keep checking back. [Change](#) your offers frequently.
-

This Just In

Kudzu gets a new look!

Hopefully you have had an opportunity to take a look at the exciting new make-over of the Kudzu.com web site. This new design is part of our effort to enhance the consumer experience and enable customers to access your company's information more easily.

Here are some of the main enhancements:

- A cleaner, less cluttered site design which enables users to focus more attention on your search results and profile content
- Additional placement of links to your profiles
- Increased visibility of the various profile elements including reviews, photos, videos and deals
- Fewer clicks required to get to all of your valuable content

This is just the beginning-be sure to keep a lookout for additional enhancements aimed at better serving you, our valued merchants, as well your potential customers. Thank you for your continued support!



Kudzu Works for Me!

"Kudzu.com is hands-down the most bang for the buck."

[Just TRASH It!](#), a locally owned and operated junk removal company, loads and hauls commercial and residential household items, construction waste, refrigerators, yard debris, furniture, mattresses, carpet waste, and more. Although Kudzu.com represents only 5% of its advertising budget, the Just TRASH It! profile on Kudzu.com pulls in 15% of its sales.

"Out of all the advertising we do, Kudzu.com is hands-down the most bang for the buck," exclaimed Just TRASH It! owner Ryan Tabb. "What's more, the article on Kudzu.com that advises consumers what to look for when getting rid of debris delivers a more highly educated customer to us, which makes the leads stronger than those we get from anywhere else."

Follow Ryan Tabb's lead-and get more quality leads for *your* business. [Contact the sales team now](#), and find out how you can maximize your presence on Kudzu.com.



Power Tips

Manage Your Time Better-and Build a Better Business

No time? No surprise. Running a small business-especially a service business-means you're probably wearing lots of hats and trying to please everyone. You may even feel at the end of the day that you don't even know where the time went. Having a handle on your time, and using it as productively as possible, can make a difference in your business' bottom line.

- Get organized. Have a dedicated spot to do your business paperwork. Have a sufficient quantity of supplies easily accessible. Put systems in place for filing, preparing estimates, processing invoices and other record keeping necessities.
- Think strategically. Don't have time? How about when you're driving or when you are out for a jog or walk after work to wind down? Ask yourself some basic questions that can get lost in the day-to-day shuffle. Who are your most profitable customers? How can you reach more of them? How would you like to see your business grow? What would it take to make that happen?



- Focus your efforts. Spend time each day on the opportunities you have identified in your strategic plan. Even if you only have ten minutes in the morning, it will help you feel like you have some control over your business and that you are growing in a direction that has meaning for you.
- Increase your efficiency. Schedule your time so that you are not retracing your steps. Service clients who live near each other all on the same day. Knock out weekly paperwork all in one block of time. Prepare templates for estimates, proposals, invoices and other written documents so that you can customize them quickly rather than recreating them each time. Develop a website so that prospects can get information about your business easily and quickly. Use all your Kudzu.com features to tighten the sales cycle so that prospects are already sold on your business by the time they contact you.

- Hire help. There comes a time when you simply can't go it alone any more. Know when that time is, and get the help you need, whether it's in the office or in the field (or both!).
- Carve out personal time. Spend time with your family. Get exercise. Enjoy your meals. Dedicate some time to a hobby you like. Get enough rest. You'll be refreshed for

the next work day and will reap the rewards in a higher quality of life.

A Last Word

"Conserve, conserve, conserve." We're hearing that constantly now, aren't we? If the conversation is not about water for drought-stricken parts of the country, it's about gas or money for everyone else.

Well, guess what? Buying local advertising helps you conserve, too. You don't waste money advertising to folks who aren't even in your service area, and you save time by generating highly-qualified leads that are already sold on you by the time they reach you. If you're a national advertiser with local retail locations or service areas, this "geo-targeting" lets you tailor your communications to particular locations with different messages, calls to action or offers and helps to increase your relevancy to local markets. Local search just makes sense-and can save you "cents" as well because of its high return on investment.

If you're thinking of streamlining, pump up your presence on Kudzu.com, and streamline your sales process even more.

Have more suggestions for Kudzu.com? [Let us know!](#)