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Sneak Peek

Let These Business Owners Guide You

Imagine reaching consumers at the very moment they are searching for how-to info about your industry. That's what happens when you advertise your business in targeted editorial areas like the Kudzu.com Guides. From the Green Guide to the Wedding Guide, Renovation to Relocation, Kudzu.com Guides cover the gamut, and our new redesign makes it easier than ever for consumers to find the info they need to make smart choices. Chances are there's at least one Kudzu.com Guide that matches the services you offer. If you haven't considered these advice-packed help centers for your business message, you may be missing out on a great opportunity to make an impact with prime prospects. Let these fellow business owners be your guide to advertising in the Kudzu.com Guides!

Three-13 Salon, Spa & Boutique

http://atlanta.kudzu.com/guides.do?guidename=personal_makeover

ATM/Annie the Maid

<http://lasvegas.kudzu.com/guides.do?guidename=springcleaning>

TKC Builders

<http://lasvegas.kudzu.com/guides.do?guidename=renovation>

Choose a Kudzu.com Guide that covers topics:

- In your industry, i.e. a florist and the [Wedding Guide](#).
- In complementary industries, i.e. a fencing company and the [Pets Guide](#).
- In an area in which you want to expand, i.e. a carpet cleaner and the [Green Guide](#).

[Contact Sales](#) now and let us recommend the right Kudzu.com Guide for your business.

This Just In

Tell Us What You Think!

We're listening! In order to provide the most outstanding Kudzu.com experience, we continuously evaluate feedback from both businesses and Kudzu.com users. Your assistance is critical in helping us grow to better serve you-and your target prospects. Please take five minutes (okay, maybe ten, if you write a few comments-rest assured we'll read every last one of them!) to tell us how we're doing, how you use Kudzu as part of your business strategy, and what we can do to help you even more. Complete our survey [here](#).

Wondering how to find out what your customers think of you? Read on!



7 Steps for Creating Successful Online Surveys

by [Steve Oriola](#), General Manager, Survey, Constant Contact

An online survey can give you powerful customer insights for setting long-range plans and for making small, incremental changes in how you're running your business or organization.

So, how do you create a great survey-one that delivers those powerful insights? The 7 steps laid out in this article are proven best practices that, when followed, will greatly increase the success of your surveys.

Step 1: Define the objective of your survey

No matter what kind of survey you want to conduct, it takes thought and planning to make it count. "Throwing" a quick survey together skips over the #1 key to a successful survey-setting one objective.

Determine your objective by pinpointing the problem you need to fix and what you need to know from your customers in order to fix it.

Problem: There is a slowdown in foot traffic/sales in my retail store.

Objective: To determine why numbers are down and what I can do to increase them.

Knowledge: Are less people coming in because of the new department store that opened up the street? Does my pricing need to be more competitive? Are there products I can carry to fill a niche for my customers?

Problem: I need to add new services to my consultancy to increase revenue.

Objective: To learn what additional services my customers would buy.

Knowledge: What services are customers getting from others that I could provide for them? What services are they interested in but not currently taking advantage of? If I offered certain services, would they be interested in them?

Read more at <http://kudzu.constantcontact.com/learning-center/hints-tips/ht-2007-07sv.jsp?cc=KudzuNews0508>.

A banner for Southern Perfection Painting, Inc. The left side features a hand painting a wall with a yellow roller. The text on the banner includes the company name, phone number 770.985.3075, website www.soperfectpaint.com, and a call to action: "Call a live agent for a free estimate. Hours: 9am-6pm". The right side of the banner shows several paint cans in various colors like yellow, blue, and red.

Southern Perfection Painting, Inc. 770.985.3075
www.soperfectpaint.com
Call a live agent for a free estimate. Hours: 9am-6pm

Kudzu Works for Me!

"Ever since we upgraded our listing on Kudzu.com, our business has doubled!"



[Persnickety Cleaning Service](#), a four-year-old Atlanta residential cleaning service that provides premium service at affordable prices, strives to make customers' houses feel more like home. Its premium listing on Kudzu.com has made a dramatic difference in its business.

"Ever since we upgraded our listing on Kudzu.com, our business has doubled because of our higher appearance in search results," said Anna Zanthos, owner of Persnickety Cleaning Service. "What's more, we are pleasantly shocked to find that many customers call us specifically because of how positively we handled a couple negative reviews we had received. The Kudzu.com users do their research and evaluate businesses on the total picture."

Follow Anna Zanthos' 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

Make More Money From Less Work

Do less and make more? Sign me up! Who wouldn't want to get greater rewards for all of their hard work? Here are some easy ways to increase your earnings:

- Check your rates. Sure, it may sound great to say you haven't raised your rates in ten years, but you may be underselling yourself in a rapidly changing marketplace. Sometimes, you may be even losing out on business because some prospects may think you can't be a quality operation if your rates are so low! Find out what your competitors are charging. See if you offer anything that differentiates you and gives you reason to charge more for certain services. A ten percent increase in rates, if appropriate, may not make a big difference to your target market, and it could mean an instant 10% growth in revenues to you for no additional work.
- Partner up. Does your service marry well with another type of service? For instance, if you're a pet breeder, you'd do well to meet people who build fences. Are you a hair stylist or florist? Get to know wedding photographers and caterers. Join forces and promote each other to customers, or offer specials when both services are used, and

you've just doubled your sales force.

- Automate. Provide as much information as you can on your website and your Kudzu.com listing so you don't need to tell prospects all about your service in lengthy phone conversations. Spend more time billing and less time selling.
- Double dip. See if existing customers have additional needs, or see if neighbors need your services. You save time-and make more money-if you provide additional services to customers whose homes you're already visiting. Painting the outside of a home? Ask if the owners need any bedrooms painted as well. Offer a special rate while you're there (and make sure your original customer gets the same offer). Mowing a neighbor's lawn? Try to get as many lawns in the same subdivision as you can. Suggest pruning and other landscaping services as well.

A Last Word

We sales folks like to talk about closing the sale, but that's not where a sales job ends. You can close the loop by doing a great job and then making sure your satisfied customers rave about your work. This kind of priceless word-of-mouth testimony can help you close in on new sales opportunities as well. You know the old saying, "A happy customer tells a friend; an unhappy customer tells ten friends." Well, with Kudzu.com, your happy customers can shout it out simply by posting reviews on your profile. Encourage customers to write more reviews on Kudzu.com by putting a note on the bottom of receipts, on bills, in emails, at your retail location, and anywhere else you think they'll see it and act. Oh, and don't forget to just ask them. Nothing like the personal touch.

We're looking forward to reading your reviews!

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