



FRANK & MAVEN

Practical Examples from 7 Tactics for Opting Out of a Recession

A Supplement for Frankly Friday [9/2/2022](#) and [9/9/2022](#)

4. Re-Package your Offer Examples:

- Instead of a \$80 oil change, offer an annual service package for \$29 per month that includes 2 oil changes per year, a fluid top-off, new windshield wipers, and a 10% discount on all other repairs.
- Instead of a custom quote for replacement windows, offer one free window with every five they buy.
- Instead of waiting for them to sell their home, create a “master the market” consulting plan for them, and give them monthly market updates so they can buy their next home on the “down,” and sell their new one for the best deal. Maybe even charge for this service!
- Instead of offering a \$4,500 estate plan for one couple, offer \$12,500 to do one for the extended family (kids included).
- Instead of a consulting fee, offer a guide and monthly group Zoom coaching that teaches them the basics for a lesser fee (less per customer, but overall more volume)
- Instead of a custom quote for solar panels, offer a flat monthly fee for a pre-sized solar system.
- Instead of a large retail store, do a smaller product offering in a faster customer experience (think fast-food restaurants like Taco Bell Cantina that eliminated indoor seating and offered a smaller menu).
- Reduce your quantities by 20%, offer them at a same look and feel but at a lower price.
- Eliminate your rent and overhead, offer to go to your customers homes for a slightly higher fee (Belk Auto Detailing does this beautifully).
- Instead of an open-ended in-person meeting, offer a discount for shorter-timed video consultations.
- Instead of only a one-rate-fits-all paid service, offer something for a lesser price if they give up something in return (think Spotify premium versus Spotify free where you have to listen to ads).

5. Irresistible Offer to Your Yesterday Customer Examples:

Email and social media are often the best way to communicate these kinds of offers, but don't ever underestimate the power of calling your top 50 customers from the last year and inviting them to do something special!

- Invite your past customers in for an exclusive event to get the first look on the latest products.
- Invite your top customers to a mastermind workshop where they can learn and collaborate with each other.
- Make a seasonal clearance sale and get rid of your aging inventory at a discount. Offer your past customers early access to the sale.

- Partner with a local charity and sell raffle tickets for something really cool that you sell. Offer everyone that didn't win a discount on buying the thing they entered to win for.
- Offer a bring-a-buddy workshop and incentivize your past customers to bring their friends to your store by offering a discount to he and his friend.
- Make an exclusive entertainment event, invite your top customers.
- Call your top 50 customers and tell them about something new.
- Do a weekly video that teaches your past "insiders" something new. Email and post on social.
- Give a \$250 bonus to every friend and family member they refer to you.
- Send them a card on their birthday and a special offer for the month of their birthday.
- Offer an inspection, check-up, tune-up, or cleaning service for a small fee.
- Give a free trial for a new service or experience you offer.
- When you have last-minute cancellations, offer the time to a past customer for a special price.

7. Building an Alliance with Complementary Companies Example:

There's never been a better time to network, network, network. Host a weekly business breakfast. Reach out to other CEOs and take them to lunch. Best of all, go out of your way to start the referral fire by sending the first five customers their way and sending them an email to let them know you've done so. THEN, follow up with a thank-you card for taking care of your referrals when you know they've completed the job. Here are some examples:

- Eye doctors and dentists build an alliance with school nurses, primary care physicians.
- Estate attorneys can build relationships with doctors, nursing homes, and financial planners.
- Roofers can build an alliance with insurance adjusters, home warranty companies, and Christmas light companies.
- Lawn mowing companies can build an alliance with irrigation and pest control companies.
- Window replacement companies can build an alliance with window cleaning companies and home cleaners.
- Local attractions can build alliances with other local attractions and offer combo-experiences at a special price.
- Restaurants can build an alliance with event planners.