Monthly Newsletter from Results Marketing And Dan Cricks | October 2026

Phone: 440-783-1651
www.GreatResultsMarketing.com
Northeast Ohio Small Business Marketing Help - with Dan Cricks

This Month's Virtual No B.S. Marketing Meeting

Thursday October 8th, 11:00 –Noon

Go to NoBSCleveland.com for more info and to register or see page 4

What's Inside This Month:

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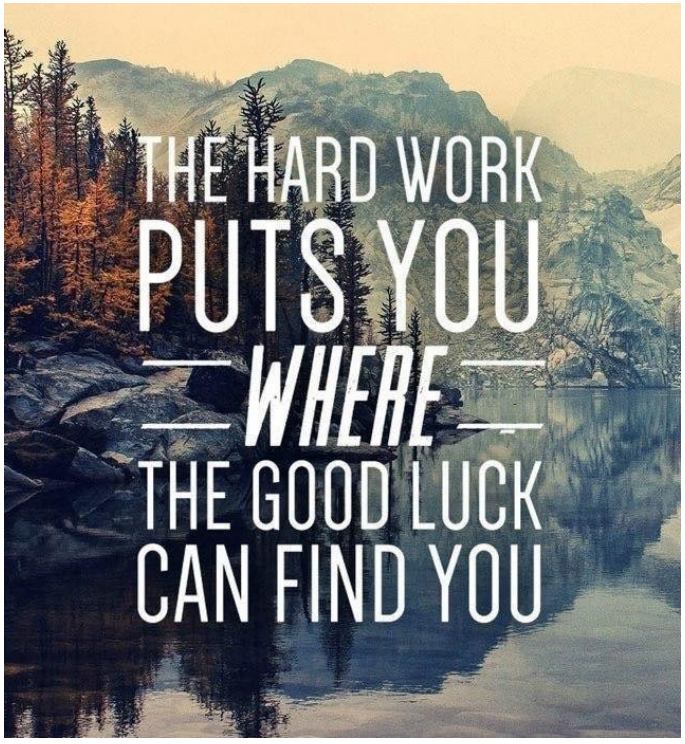
Your Place For Prosperity

NoBSCleveland.com



News From The Front Lines...

It's ALL about the RESULTS:

The results from a client campaign to counter a slowdown in their business due to the uncertain economy.

From only **the first 3 days** of the campaign produced over **$200,000 in sales**. The campaign included several different media, with a specific timeline of when each should be delivered.

Marketing Tip

The Best Time to Say Thank You!

It has been customary for businesses to wait until the end of the year to thank their customers (some don't formally thank them at all), many do it at Christmas time and include it in a Christmas card sent out.

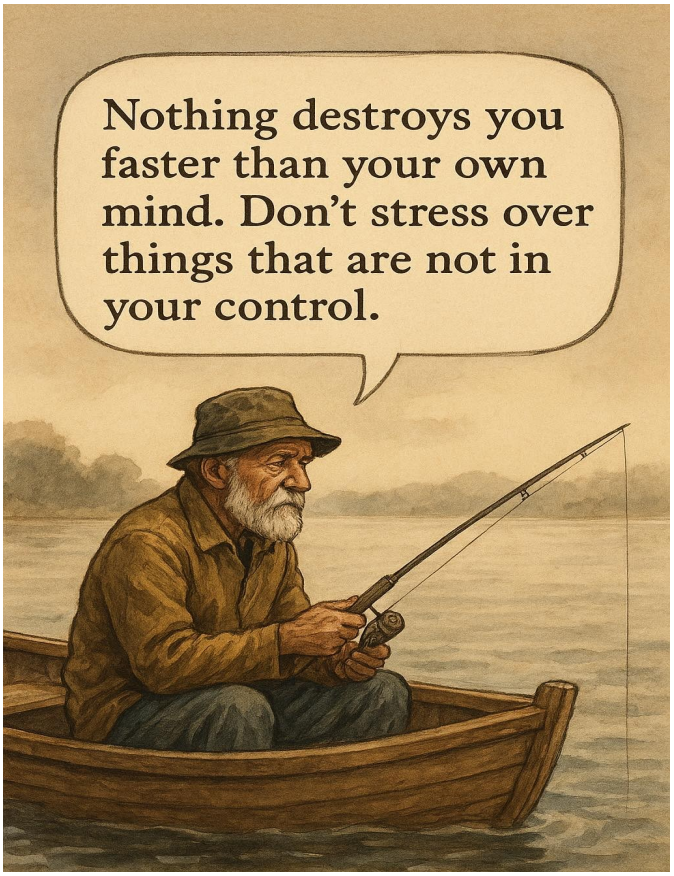
What I don't like about that strategy is you're showing up when everyone else is showing up, and **your Thank You is probably getting lost** among a bunch of others.

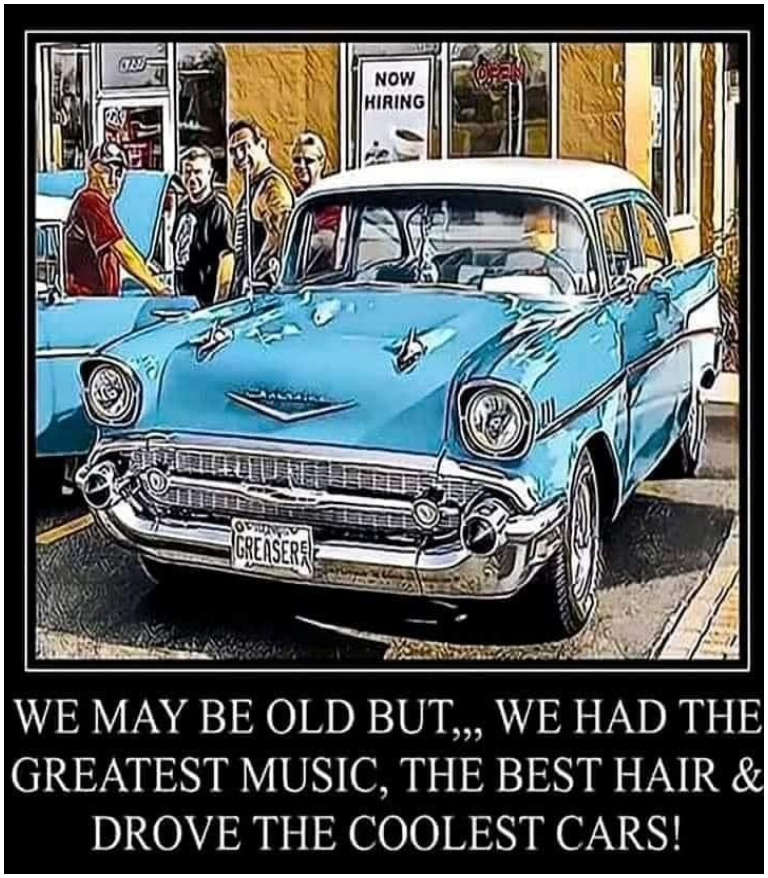
Many business owners will put their many Christmas cards on display, the more there are the less time the take to read them, often they don't even know who most of the cards came from. There are soooo many because **that's when everyone else shows up**.

My suggestion is to send a Thanksgiving card in November to say Thank You to your customers/clients/patients. This allows you to show up with NO competition.

It's often difficult to stand out among your competitors, here's **an opportunity to be the only one present at that time.**

What better time to thank them for their business than during the month of thanks





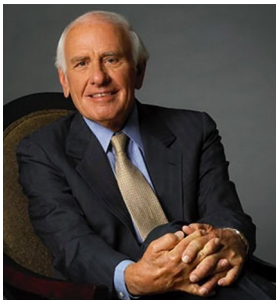
Marketing Ideas and Tips To Help You During the Inflation Economy and Beyond To Not Only Survive But THRIVE

1. Don't Make Knee Jerk Reactions Out of Panic
2. **Get Help With Your Marketing,** from Someone With a Proven Track Record
3. Stay Connected with Your Customers **Using Every Media You Can**
4. Take Any Opportunities That Arise to Help People in the Crisis
5. Improve Your Online Presence
6. Improve Your Site's SEO
7. **Adapt Your Offers to the Circumstances of your Prospects**
8. Keep Agile and **Adjust to Meet Customer Current Needs**
9. Stay on Top of Your Marketing Metrics – Know what's working and what isn't
10. **Show the Ability To Empathize With Your Customers**

"The way to get started is to quit talking and begin doing." -

Walt Disney

Your Best Defense Against a Bad Economy is Good Marketing!



"Motivation is what gets you started. Habit is what keeps you going."

Jim Rohm

Results Marketing & BUSINESS CONSULTING

NO B.S.™

The October No B.S. Virtual Marketing Meeting
Enhanced Lead Generation

The October No B.S. Virtual Marketing Meeting will include:

How you advertise **FOR the person you want to attract.**
How you create **the ingredients of a lead generation ad.**
How you use the **insider secrets of Dog Whistle Language.**
How you can be **precisely clear describing who you want to respond to your advertising.**
How you can **use take-away selling to pre-qualify those that respond so that you get more of your ideal prospects.**

This month I'm going to be *very specific* on how to do just that
Attract YOUR Ideal Prospects!

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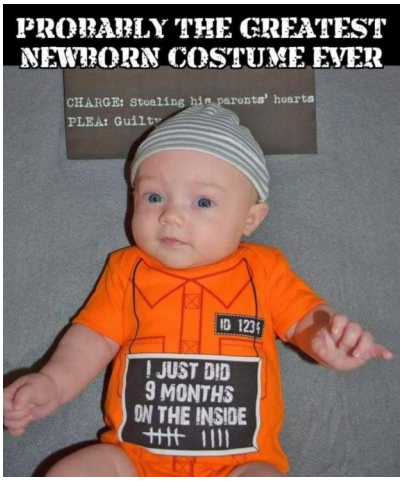
Register now at NoBSCleveland.com or scan the QR code