

Transcript for Episode 269: 4 Ways to Increase Your Q4 Revenue Without Spending More on Marketing

Jessica Miller (00:01.422)

Hello, everyone, and welcome back to the It's Your Offer Podcast. I'm Jess Miller. I'm so excited to be here with you this week. This week, we're going to talk about something very important as we move into the fourth quarter of this year. And people are thinking about the end-of-year, they're thinking about their goals, and they're thinking about the holiday season, which tends to be a really revenue-driving, profitable time for a lot of businesses. We think about: How are we gonna put more into marketing? How are we gonna put more ad spend? How are we gonna put more eyes on our business? Really push that visibility? And I'm here to not tell you that that is not what you should be doing. But what I want to do is get you thinking about what is equally as important as that. And that is what is going on inside of your business and sort of getting your house in order so that when these people show up. And as I mentioned, end-of-year holiday time is a natural time for people to get more demand, to have people walk through their doors. And I want to make sure that you are capitalizing off of that demand and you are not having people walk into your physical location or walk into your digital storefront and either spend half as much money as they could spend or not buy the things you want them to buy, or potentially not leverage the opportunity for someone to make a purchase and optimize that average order volume. So you're making two times what you would normally make if you get things in order before this time of year. We are often thinking about what kind of new things we can put out there and how can we get people to come in? But I want to offer to you that there are four places inside of your business right now that I want you to look at so that every single person that walks in the door of your shop, of your business, or they're showing up to your digital storefront is being maximized from a return on investment perspective for your business. Because what we don't want to do is leave money on the table unnecessarily. We are constantly looking outside of our business. But if you have been in this corner of the universe with me for long

enough, you know that I believe the gold is already in your business. And we want you to make good on what you've already paid for, on the things that you have bought inside of your business that are there waiting to work for you.

Jessica Miller (02:24.92)

So, as I said, people look toward marketing push, marketing spend, all of those things. How do we put more offers out there? How do we make this shiny for people at the end of the year? And that is great. But let's start at home. Let's start inside of your business first. And I'm gonna walk you through a handful of places where you need to look so that you can get this in order and make this one of the most profitable seasons of your year, never mind of your several years without actually needing to spend one extra marketing dollar. However, you probably are gonna spend more dollars on marketing. So we want that to multiply for you. And that's what this podcast is really about. So as I mentioned, people are always thinking about more leads. I need more leads. And they're paying more money to pull people into their ecosystem. The problem is when it is a leaky ecosystem. You are not, it's not cost effective. It's not efficient because you're essentially pulling people into a leaky bucket. So we want to help you spend that marketing money that you might spend as you wind down this year or you go into the holidays. We want to help you spend that money with a higher ROI and also leverage what you have without the marketing spend to get the biggest bang for your buck.

Okay, so here's where I want you to look. Number one. I want you to start with looking at your existing clients. Existing clients are the first place that I would look for opportunities. As I mentioned, these people are already in your business. They have bought from you. They love you. The trust is high. The ability for you to sell to them again is much, much higher and much cheaper and much more profitable than a brand new lead or somebody who's walked in the door or come to your digital storefront who didn't know who you were.

So I want you to go into your business and look for these things. I want you to look for are your current clients coming back consistently? Are they continuing to buy from you? Are there services that maybe some of these clients haven't tried yet that would be genuinely a great fit? And we want to invite them into those things. Are there places where they haven't consumed something that's already in your business? Are there opportunities for follow-ups with these people? Are there people that you haven't touched in a while?

Jessica Miller (04:50.894)

Can you invite them back in? Are there additional add-on things that they could buy? Are you maximizing that person? And then also, how are you loving on these people? You know, relationships are everything in a business. The people that love you, there's a relationship there. Are we fostering that? You know, are there opportunities for us to touch these people where we've already worked to build that relationship and we want to make it even more powerful? So That is where I would start. Number one is with your existing clients. And so if you're someone who has a digital service and maybe there's people that are in a group program of yours or you're doing one-on-one with them, when was the last time that you offered something else to them? What else could they need that in the next three months you could actually make possible for them, make available for them? I would look in those places. Another place I would also look at is, you know, holidays are a great time to celebrate people and celebrate your clients. When was the last time you loved on them? Can you touch that relationship in a personal way that just strengthens that bond, that keeps you top of mind, that reminds them of all the reasons why they love you? That existing customer base is one of the most powerful assets in your business. We want to look there first when we think about these next three months through the holidays, through the end of the year for your business.

Okay. So, number one, looking at your existing clients. Number two, we want to look at underutilized services or underutilized devices. There is nothing like putting money into something, but we're building something and having it sit there idle. This is especially important. I see this in a lot of brick-and-mortar businesses. And I especially see this with my aesthetics and med spa clients, where they have these very expensive devices. They are amazing. They are cutting-edge science. They have invested a ton of money into these devices and they are sitting there idle or not being used. So, what I want you to do is look in your business and look at either services or equipment that you've already invested in. You spent that money and they're not being utilized. They're being underused.

Okay, so number one, it's something to ask yourself: What services aren't getting booked as often as they could? It is holiday season.

Jessica Miller (07:16.844)

It is end of the year. There are parties going on. What do people need? If you're somebody that sells to other business owners, what do they need to hit their goals? What do they need to make this their best year end? What services do you provide that can help people, that can really help them reach their goals? What are some services that you could provide that could help your clients help their clients? To me, that is like the killer win. It's like a win-win-win. I help my clients help their clients. And if you can do that, let me tell you, people will come back to you over and over and over again. So where is there that opportunity? For my brick-and-mortar businesses, or if, like I said, my med spas, like it's laser season right now. Are those lasers being utilized? Are you reaching out to your existing customers or people in your network or in your ecosystem and telling them now is the time? Are you offering these devices or services as a gift around the holiday season. These are the things that you want to be thinking of. Is there something sitting there unused that you can tap into right now? Also, is there capacity sitting

within your business? Is somebody who is on your payroll not being utilized to the fullest that they can be? Where are you not monetizing that? Those things are sitting in your business right now. You have either paid for them or you are paying for them. And you are not getting the ROI. Without spending another cent, you could tap into that revenue stream. And not only revenue, but because the costs are fixed or you've paid for it, it's all profit. And that is where it gets really good. So think about where have you invested in equipment, staff, services, infrastructure, anywhere where there may be an opportunity to generate more revenue from these existing assets before you're spending more money on either advertising something new or building something new or buying something new.

Okay. So this second place is looking at underused services, devices, products, you know, where is that opportunity and gap already sitting in your business?

Jessica Miller (09:38.059)

So what we're doing here is we're switching this lens from like how do I get more people in the door to how do I get more value from the things I've already invested in, from the things I've already Excuse me, built or purchased in my business that I've already like sunk that money into and now I can capitalize off of that.

Okay. The third place I want you to look at is your offers, your services, and your pricing. We are always in this place where we are assuming that we need more customers and we want to take a look at what offers are already selling. Before you think that more people walking in the door is the answer. I want you to look at What are people buying right now? What is selling? And what can you capitalize off of there? And when we go to this place in our business where I like to refer to all the time as your highest lever, when we go to this place where you are making money, the ability to optimize that and make more money with a small delta is much easier than if you're trying to do something completely new. So go to the

place where you're making money, and here's what I want you to ask yourself about these offers that are selling. Before you try to create something new or bring people in the door for something new, go to what's selling and ask, is this clear? Is this offer clear? When I look at this, does it need to be tightened? Does it need to be tweaked? What is going on with this offer? And is there a way that we can just make it tighter? Another thing to ask is like, are people understanding the value of this? A lot of times when we are so close to our products and our offers, we sometimes assume that people know what the value is. But positioning it from a value results perspective is extremely powerful. And sometimes just those little tweaks, those little changes and maybe the wording or the positioning can bring in a ton of money and value to your clients. Are the packages or the way that these services or products are put together the most effective? Something that I have found during the holidays is that, and definitely end-of-year, Q4, you know, for businesses that are trying to grow, the way that we package these services or offers can be very powerful. How can we put these together with value in mind, with a specific result in mind that allows people to consume it and buy it more easily?

Jessica Miller (12:01.186)

This is essentially what people do when they create certain like bundles or packages or offers for the holidays. We take a couple of things, we put it together, and then we're like, here you go. Here's why this would be the best gift. Let me tell you. That's an example of how to do this. You are not launching new products. You are not building something new. You're just taking what you have and you're putting it in a value package that people can understand based on what their needs are in the moment. So that is a really important way to think about it.

Checking in on your profitability is also important. Are there ways that you can tweak those things to make sure that you're maximizing profitability and maximizing the value that people are buying when they come in, but also that it

affects your bottom line in a really important way? So we want to make sure that again, those offers and the pricing of that and the packaging of it and the bundling is optimized so that when that demand walks in the door, you actually are making more money or getting more back and having a higher return on your investment than if somebody walked in when it was not optimal. And sometimes that value that's sitting on the table that we can tweak, reposition, tighten up, find those opportunities based on what we're seeing in our data, just that alone can really cause a spike in your sales and your profitability in your business. Again, as people are walking in the door or getting that ready so that if you do put that extra effort toward the marketing, those dollars go farther for you.

And then one of the last places, and I just sort of alluded to this, is like you want to always find that profit in your business before adding more acquisition cost, before driving demand in a more in a bigger way or in a higher spend way. So things like existing clients, existing services, existing devices or assets, existing offers, your pricing being tweaked, those things are really important pieces to bring together. And you want to ask yourself, like, where is there already money sitting in this business that we're not fully capturing in the form of profit? So the goal isn't to never, you know, spend more on marketing or never spend more on getting people in the door. Marketing is super important and we need that and we need that demand.

Jessica Miller (14:27.626)

And sometimes it makes sense to add to the marketing. And I would even argue that the end of the year is a time to add that marketing and to get those eyes on your business or those people coming through the door because they are in a place where they are ready to buy, right? They're in the buying sort of frenzy of end of the year. But the point that I'm trying to make is that we want to make sure that the opportunities in the business are on point first. So that when you bring those people in, every new client is actually giving you a 2x, 3x, sometimes 10x

opportunity versus if you bring them in and they're falling out of your funnel in that way. So putting on that lens of profitability and thinking about and looking at the data to understand where are these really high profit points? Where do we easily sell these things and make a really good margin on this? And using that as a compass as to where you can tighten up. Because profit and cash flow are king. And again, when people are coming in the door, we want to figure out where do we leverage this the most.

So, really, in summary, here's what I want you to think about. Before you add more to your marketing, and in order to capitalize off of these people walking in the door at this end of the year time, I want you to look at the following places. Your existing clients, any underutilized services, devices, offers where you might have that space in your business where you're not capitalizing off of that equipment being bought or the asset that you have built, it's sitting there and there's opportunity. Your offers, are they packaged powerfully? Are they clear? Are they value driven? Where can we tighten this up for these ideal clients based on what you've been selling and what people have been buying? Is the pricing on point? Is it cohesive with what it is that your clients are buying and the value? Is it profitable? Are you priced appropriately so that you're making good margins and profit? Is there an opportunity to tweak that? Can you bring things together, bundle them, package them, where you can also optimize on that pricing?

Jessica Miller (16:53.474)

Because sometimes putting things together makes it more valuable to people and you can charge that more premium price for the compilation of things that you're selling. And then, overarching, looking at your profitability. Where are you most profitable? What opportunities are sitting in that business? How does that look for your business? And how do you capitalize off of that? So that again, your house is in order, things are optimal. And when that person comes in the door, they are maximized. And again, that is both for the demand that you're driving or the

demand that the market is driving at this time of the year. But also because we're looking at our existing clients, and that is very low-hanging fruit. You can capitalize off of that back end, optimize the back end, capitalize off of those existing clients, and then drive increased utilization with the new people that walk in the door and increase buying and increase average order volume, et cetera, et cetera, et cetera. This is how you use demand and marketing in a powerful 10x way. When we just put money toward demand and traffic gen without an optimal back end, we're essentially pouring money in to pour part of it out. And we don't want to do that. We want to pour the money in, we want to keep it in, and we want it to multiply. And we want to do that in the most powerful, quickest way that we can and really set us up to catch that wave of demand and buying and focus and intent that happens at the end of the year and in Q4. So, as I always say on this podcast, growth doesn't always start with finding more customers. Sometimes it starts with finding the money that's already sitting in your business and then driving the demand and optimizing the client journey through your business to capitalize off of what you have optimized on the back end.

I cannot wait to hear how you implement these things. Drop us a line. We want to hear all the things. Q4 is notoriously one of the most powerful, most momentum-driving, most cash-flow in my business and in the business of my clients. This is a time of the year where there, like I said, there's a lot of intent, there's a lot of demand. And I truly believe that if you set yourself up for success at this time of the year, not only will you blow your mind for your year-end goals and your results, but a powerful Q4 sets you up for a powerful new year. And not even just a new year, meaning January new year.

Jessica Miller (19:20.886)

I mean new year, like the whole year. And this is also really important because sometimes people will see a quote-unquote dip in their sales in January. But when you bring up this momentum and you bring people in and you give them a reason

to buy and you show them the value, the infrastructure and the frameworks that you create during that time carry over into that first quarter. And it keeps people coming in and buying. And that's what we want. We want easy cash in the door. We want to support our clients. We want to offer them tons of value. And when we do that, they love you and you have a strong year-end into 2027 and beyond.

Until next week, everyone, I hope you have an awesome week.