



What's Wrong with Your Database? 3 Things You Should Do

Hi! I'm Sharon Jurd and welcome to my Biz Blitz video and today I want to talk to you about *what's wrong with your database*. And I'm going to share three things with you that could be making your database worthless in your business. And any business owner will know that your database is your asset. It's the thing that you can sell at the end of the day. Your desk, your chair, your computer are worthless in a resale of a business. What people buy is your database and your systems and processes around your business and today we're talking database.

So what are the three things I'm going to share with you today?

One, don't just have numbers in your database. I hear people say to me all the time, "I've got 30,000 people in my database." "I've got 20,000 people in my database." And I go, "Okay, that's great. When was the last time you spoke to them?" and they go, "What do you mean? I send a newsletter out each month" Great. Let's talk about how you really communicate with them. You have to cleanse your database regularly. You have to make sure that that information is accurate and that's a way of speaking to them because you don't know if they've changed their phone number or they've changed their email address, changed their location of business, changed their workplace. All these changes are happening daily and if you're not keeping up with cleansing your database then your database is worthless. You need to have a cleansed database. We always set up our businesses up to sell, and some people say, "I'm not selling my business." You will sell it one day, otherwise, you'll close it up and get nothing for it. And so you've got to build that business around making sure that it's ready to sell and that database, that cleansed database, is an asset you can sell onto somebody else.

Number two is talk to your community outside of social media. Some people say, "Oh, I've got X amount of friends or likes on my page. I've got thousands of likes on my page" That's not your database. You have to get those people from your social media into your database. They need to be opting in so you can send them relevant information. The people who are 'liking' your page



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may not want to buy from you. They may not ever want to do business with you. If they do, they'll opt in to say, "Hey, I'm interested in learning more about you. Please send me some of your stuff." And then you need to be talking to them. You can't just plonk them into your database and then they never hear from you again. They've opted in by going, "Hey! I want to hear from you." So let's hear from you. And people say, "Oh, I'm sending them too much stuff." They will let you know if it's too much stuff. And the people who are wanting to engage with you want more and more and more information. I can share lots more information around how often, when are you supposed to be sharing this information to your clients to get the best engagement.

And thirdly, once you've got them in your database that's the time to love them, really love them. These people have said, "I want to know more about you. I want to get to know you. I want to build a relationship with them." Well, send them some love. Don't send them your product. Talk to them about what your story is. Why you're doing what you're doing. Let them come along in the journey with you. You may have the best product in the world and you know it. That's not why they're going to buy from you. Let them know why you are doing what you're doing. The product is a vehicle to get people from A to B or get them out of pain into pleasure. So talk about why you set up your business. When they know your story, they know your journey they'll come along with you. This is the time to give to them. Give them free stuff. Don't expect them to buy off you all the time. On my website there's free stuff and I'm giving all the time. And I notice that a lot of people and it's just my notice of people around Christmas time. People are giving away, giving stuff, giving gifts and they become very, very giving. And then in January I don't hear of anyone giving me stuff and it just drops off. You can't just be a giving person at Christmas. Christmas is a great time to give but look at your whole year and that's what I do. I set up my year so I can give people some real value, hence these videos and a lot more other stuff on my website.

And then you really got to care for them. These people are in pain in some way. They are wanting an outcome to get them out of the pain they're in. And



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so you want to really care and empathise with them. And once you do that then they're more likely to really engage with you, build further relationships.

My three things for today is making sure your database is working for you is one, don't just have numbers in there. Make sure you're cleansing that data and making sure that it's a valuable asset in your business. Two, talk to your community. Share everything with them that is important to you and not just do that through social media.

Thirdly, it's in your database that's where you love them, you give to them and you care for them and make sure that you are doing that. If you want to know more about cleansing your database or how you can give and what you should be giving away, how you should be communicating to them I have my 12 Week Business Academy Program. The website you need to go to for that is www.12wba.com. Go there and I will let you know all about the program. What I do in the program is ensuring that you are growing not only yourself but your business as well and this is a part of where I explain how that database becomes a very valuable asset to your business and those people in your community will engage with you, build a relationship with you and then buy off you.

If you think that this video might be of value to someone else like your family, your friends or your colleagues, please share this video. I would love to help as many people as I can and I really appreciate your support in doing that. And I will talk to you soon hopefully I will see you over on the other side in my 12 Week Business Academy. I'd love the privilege of coaching you through those 12 weeks. I'm Sharon Jurd and I'll talk to you soon.