LoftyBiz Local Marketing Worksheet

Three free local channels: neighbour businesses that already serve your customers, being useful in local groups, and a short text list that only includes people who asked to join.

From LoftyBiz 129 — Local Marketing Without Ads: Neighbour Businesses, Groups and Text Lists. Systex is our own product; you can find Systex at loftybiz.net, or click the link in the description.

This week's task

List three nearby businesses that serve your customers but don't compete with you. Visit one and make a specific two-way offer. Join one local group and answer a question. Add one line to your checkout: an invitation to join a short text list for local offers. Put that partner list and the text-list wording into Systex, so the routine is waiting for the team.

Neighbour partners

The amber row is an example from the video, not a promise. Replace it with your own.

Business (example or your own)	What they already do	Your specific two-way offer	Cards left?	How many people they sent (
Example only: a vet clinic next to a dog grooming salon	Treats the same dogs, does not compete for grooming	Call for first visit for nervous dogs; I send my clients to the clinic	Yes	
1.				
2.				
3.				

In Ottilie's example, a dog grooming salon in Fargo (a full groom about $65) listed a vet clinic, a pet supply shop and a dog walker. Over three months, around 30 new clients came from the three neighbour businesses, and about 15 from a dog owners' group. One swap, with the dog walker, fizzled. These are examples, not promises.

How did you hear about us?

Week	Neighbour A	Neighbour B	Neighbour C	Local group	Other / already knew
Example only (one month): vet sent the most					
Week 1					
Week 2					
Week 3					
Week 4					

Local groups

Join one group. Do not post adverts. Answer a question, and share a useful tip now and then.

Group	How I was useful this week	Anyone mentioned us?
Example only: a neighbourhood dog owners' group	Answered questions about matted coats; shared one grooming tip	

Text list (people who asked to join)

Ask in person. Confirm what they signed up for and how to stop. Keep messages short, local and useful. Send rarely. Check the local rules first. Never buy lists or add people who have not asked.

Prompt	Your answer
Example only: “Want a text when we have a local offer? About twice a month, nothing else.”	
The one question I will ask at checkout	
How the first message will confirm the sign-up and how to stop	
How often I will write (for example, at most twice a month)	

A short local offer I could send this month	

In Gideon's example, a bike repair shop in Burlington (a tune-up about $85) built a list only from people who asked to join. After six months, about 300 people were on the list, and a typical text brought in 15 to 20 bookings over the following week. A text about a new range of helmets got almost no replies. These are examples, not promises.

Example figures. General education, not financial, legal or tax advice. Results vary. These are examples, not promises. Check the messaging rules where you are before you start a text list.

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