Brand&co.

FREE GUIDE



5 Ways to Get More Customers for Your Business

Practical steps you can start this week to look more trustworthy, get found, win referrals and keep customers coming back.

BEFORE WE START

More customers rarely comes from one big idea.

It usually comes from fixing a few small leaks: people who saw you but didn't trust you, people who wanted to buy but couldn't find you, and happy customers who never told anyone. Each of the five ways in this guide fixes one of those leaks.

Every section ends with a checklist and one thing to do this week. You don't need a big budget. You need to be consistent.

01 **Look like a business people can trust**
Your brand is your first salesperson

02 **Make it easy to find and buy from you**
Google, WhatsApp, Instagram and your website

03 **Turn happy customers into your sales team**
Reviews, referrals and testimonials

04 **Stay top of mind after the first contact**
Follow-ups, packaging and branded gifts

05 **Show up consistently with helpful content**
A simple posting rhythm that builds trust

How to use this guide: pick one section a week. In five weeks you'll have a stronger brand, more ways for customers to reach you, and a simple system that keeps them coming back.

WAY 01 · TRUST

Look like a business people can trust.

Before anyone reads your prices, they judge how you look: your logo, your Instagram page, your flyer, your business card. If those look rushed or different every time, people quietly assume your service will be the same. A clear, consistent brand makes a small business look established, which makes it easier for strangers to pay you.

CHECKLIST

- [ ] A clean logo that works small (profile picture) and large (signboard)
- [ ] Two or three brand colours you use everywhere
- [ ] One or two fonts, used the same way every time
- [ ] The same name, logo and photo on WhatsApp, Instagram, Google and your website
- [ ] Business cards and invoices that match your brand

QUICK WINS

Line up your social profiles, flyers and packaging side by side. Anything that doesn't look like it came from the same business is costing you trust. Fix the most visible one first, usually your profile picture and bio.

If you don't have proper logo files (PNG with a transparent background, plus a high-resolution version for print), sort that out first. Everything else depends on it.

THIS WEEK Write down your brand colours and fonts on one page, then update your WhatsApp Business and Instagram profile pictures, bios and cover images so they all match.

> **COMMON MISTAKE**
> Using a different design style for every flyer. Customers should recognise your post before they see your name.

WAY 02 · VISIBILITY

Make it easy to find and buy from you.

Many businesses lose customers who already want to buy. They search on Google and you're not there. They ask "how much?" in your DMs and wait hours. They want to see your work and there's nowhere to look. Every extra step between interest and payment loses people.

CHECKLIST

- [ ] A free Google Business Profile with your hours, location, phone and photos
- [ ] WhatsApp Business with a catalogue, quick replies and an away message
- [ ] A link in your Instagram bio that goes somewhere useful
- [ ] A simple website where people can see your work, prices or a way to order
- [ ] Your phone number and website on every flyer, bag and invoice

QUICK WINS

Set up quick replies for the questions you get every day (prices, location, delivery). Customers get answers in seconds, even when you're busy.

A website works while you sleep. When someone finds you at night, they can still browse, trust you and order, instead of buying from whoever replies first.

THIS WEEK Search for your business on Google the way a customer would. If you don't appear, create or claim your Google Business Profile and add at least five good photos.

> **COMMON MISTAKE**
> "DM for price" with no reply for hours. Fast, clear answers win the sale.

WAY 03 · REFERRALS

Turn happy customers into your sales team.

People trust other customers more than they trust adverts. A good review, a before-and-after photo or a friend saying "I used them, they're good" does more selling than any post you write about yourself. Most happy customers will gladly help, but only if you ask, and only if you make it easy.

CHECKLIST

- [ ] Ask every satisfied customer for a Google review, with a direct link
- [ ] Screenshot kind messages (with permission) and share them as testimonials
- [ ] Photograph finished work before it leaves you
- [ ] Offer a simple thank-you for referrals, like a discount or a free add-on
- [ ] Reply to every review, good or bad, politely and quickly

A MESSAGE YOU CAN COPY

"Thank you for choosing us! If you're happy with your order, would you mind leaving a quick review here? It really helps a small business like ours: [your review link]"

Send it the same day you deliver, while the customer is still excited.

THIS WEEK Message your last ten happy customers and ask for a review or a short testimonial. Turn the best ones into a "What our customers say" highlight on Instagram.

COMMON MISTAKE

Waiting for reviews to happen on their own. Ask, and give people a link.

WAY 04 · RETENTION

Stay top of mind after the first contact.

Most people don't buy the first time they hear about you, and many who buy once never come back simply because they forgot. Winning a repeat customer is usually easier than finding a new one. The fix is a simple follow-up habit plus things that keep your name in front of people.

CHECKLIST

- [ ] Follow up on every enquiry within 48 hours, even with "just checking in"
- [ ] Keep a simple list of customers and what they bought
- [ ] Use WhatsApp broadcast lists for offers and new arrivals (not too often)
- [ ] Use branded packaging or bags so every order advertises you
- [ ] Give key clients useful branded items they keep: bottles, notebooks, calendars

QUICK WINS

A thank-you card in every package costs little and gets remembered. Add your Instagram handle and a reason to come back, like a code for their next order.

For corporate clients, a branded gift they use every day (a bottle on the desk, a diary they open each morning) keeps you in mind long after the meeting ends.

THIS WEEK Make a list of everyone who enquired in the last month but didn't buy. Send each one a friendly, personal follow-up message.

COMMON MISTAKE

Treating a sale as the end. It's the start of the next one.

WAY 05 · CONTENT

Show up consistently with helpful content.

05

People buy from businesses they see often and understand. You don't need to go viral. You need to post regularly, answer the questions customers already ask, and show your work. Over time, your page does the convincing before customers ever message you.

POST IDEAS THAT SELL

- [ ] Before and after: show the change you create
- [ ] Answer one common question per post (price, process, delivery)
- [ ] Behind the scenes: how your product is made or packed
- [ ] Customer stories and reviews
- [ ] Short videos: 15 to 30 seconds, clear message, clear call to action

A SIMPLE RHYTHM

Monday: a tip or answer to a question
Wednesday: your work or a product
Friday: a customer story, review or offer

Three posts a week, in your brand colours and style, beats ten random posts. Plan a week at a time so you're never posting in a rush.

THIS WEEK Write down the ten questions customers ask you most. That's your next ten posts, sorted.

COMMON MISTAKE

Only posting "Buy now" adverts. Teach and show first. Selling becomes easier.

YOUR 5-WEEK PLAN

One step a week. Big difference in five.

Tick each week off as you go. Small, steady improvements add up to a business that customers notice, trust and recommend.

WEEK	FOCUS	DO THIS	DONE
Week 1	Trust	Match your logo, colours and bios across WhatsApp, Instagram and Google.	☐
Week 2	Visibility	Set up Google Business Profile, WhatsApp catalogue and quick replies.	☐
Week 3	Referrals	Ask your last ten happy customers for reviews and testimonials.	☐
Week 4	Retention	Follow up on every unconverted enquiry; add thank-you cards to orders.	☐
Week 5	Content	Plan two weeks of posts from your top customer questions.	☐

Want help with any of these? Brand&co. can design your brand identity, print your cards and packaging, build your website and create social content, all under one roof.

Brand&co.

Focus on your business. We'll handle your branding.

We're a branding, print and digital team. We help businesses look trustworthy, get found and stay remembered.

Brand Identity
Logo, colours, brand guidelines

Printing
Cards, flyers, banners, signage

Websites & Online Stores
Sites that sell while you sleep

Packaging & Merch
Boxes, bags, branded gifts

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