Non-Marketer's Marketing

Customer Retention & Referral Tool

Designed for Small Business Budgets

Helping Service-Based Businesses Win More Repeat Work, Reviews & Referrals

One Practical Idea From My Non-Marketer's Marketing Checklist

You've worked hard to win your customers. Yet many small business owners overlook one of the easiest ways to generate more work:



The customers they already have

Whether you're looking for more repeat bookings, referrals or positive reviews, your existing customers are one of your most valuable business assets.

This simple customer retention tool helps keep your business visible after you've completed a job. It's affordable, easy to set up and can be working for you within a week.

The best part?

Once in place, it continues promoting your business long after you've left the property.

Turn the page to see how this customer retention tool works and how it can help you stay connected with customers, encourage referrals, and create more opportunities for future work.

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Introducing the Magnetic Leave-Behind Card

When a new tenant moves into a property, they often have no idea who previously looked after their garden, carried out the cleaning, or helped maintain other aspects of the property.

That means even when they're happy to continue using the same service provider, they often don't know who to contact.

I design personalised, low-cost leave-behind tools that help service providers stay visible after they've completed a job.

One example is this magnetic calling card that helps solve this problem.



Unlike a traditional business card that can easily be misplaced, a magnetic card can remain visible on a fridge, boiler, or other suitable surface, making it easy for tenants to find your details when they need them.

What This Tool Can Help You Achieve

- Increase repeat business
- Encourage customer referrals
- Generate more reviews and testimonials
- Stay visible between visits
- Strengthen customer loyalty

Designed for small business budgets

2 sizes - Business Card or Postcard

2 - styles - Decorate or minimalist



The Benefit of the Postcard Design?

It allows you to featuring many more details, such as:

- Your business name
- Contact details
- Optional welcome message
- Optional special offer
- Referral incentive messages

The Benefit of the Decorate Style?

The card can act as a small welcome gift. More likely to keep.

How to Get Started

It's surprisingly simple to get started.

There are just 5 very short steps, and most people can have everything set up in around 30 minutes.

My normal response time is 24 hours, and once your design is complete, you can order your magnets from the supplier of your choice - I'm also available to help you through this process if needed.

Email me admin@1stonlinebiz101.com and let's start designing.

This Magnetic card is just one of many practical marketing ideas featured in my Non-Marketer's Marketing Checklist, created specifically for gardeners, cleaners, handymen, electricians, tradespeople and other service-based businesses.

The ideas are designed to be:

- Simple to understand
- Affordable to implement
- Practical for busy business owners
- Effective without requiring marketing knowledge

Simple. Affordable. Designed for Real Businesses.

No Marketing Agency Required