

# The Big Sky and Aggieland Report

## Tips, Thoughts, Trivia, and Fun

Brought To You by Big Sky Internet Design and Aggieland Website Design

### Tom's Thoughts >>>



### Challenges are Challenging!

Most of you know my background is based on horses, from Memorial Junior High in the suburbs of Cleveland, Ohio to this day, I have a **passion** for horses and **those who work in the industry**.

To that end, I've been working on a 5 Day Challenge. It is called **Turn Your Passion 5 Day Challenge for Modern Horse Professionals**. My goal is to help Horse Pros get better at the business and marketing aspects of the horse business. A **VERY Tough Business!** We have been there!

So, I did my **first LIVE challenge** the week of 8/21 – 8/25. Each day was about 45 minutes. The topics covered were marketing related, such as **Identifying your Ideal Clients**, how having a **Niche** and more importantly a **Micro-Niche** is critical. Talked about **Time Management**, **ChatGPT**, **Websites**, **Types of Buyers** and **Social Media**.

But here is the thing... these **concepts are TRUE for any business**, but in this **LIVE Challenge**, I geared it to Horse Professionals. But it could have been **geared to any industry**.

It went great, except the first day I **forgot to hit the 'Go Live' button!** Did not notice until I tried to stop it! So, I ended up doing **Day 1 twice**. But it was an **awesome LIVE learning experience** and my next one in September will be MUCH Better.

Til Fall! Tom

## Who are Your Ideal Clients?

I have been **digging deep** into **Marketing** for our business. Since **2018** I have been following **Perry Marshall**, the man who wrote THE book on Google **AdWords** back in 2005, **Facebook** Ads in 2010, **80/20** Sales and Marketing and many others. He put on the AI/Traffic Conference I attended in Chicago last May that I wrote about. In fact, I have signed up for the **Perry Marshall Academy** that is designed specifically for **6 figure businesses** to move them to **7 figures**. **Really excited about this!**

**Dan Kennedy** is a **Marketing Legacy**. His program is called **Magnetic Marketing** and I have learned an enormous amount from him. If you are interested in learning more about Magnetic Marketing, please let me know as I have an inside tract there.

A common theme from all the marketing guru's is the concept of **'The Ideal Client/Customer'**. Your Ideal Client lives in the **top 20% of all your clients**. These are your **favorite clients** to work with. The ones that want tangible results that **you can deliver**, **pay** on time, the ones you **WANT** to help, that are **respectful** and that are **grateful**.

Think about the **top 20%** of your clients/customers. What are the traits they have that make them **'Ideal'** to you? List those traits out.

Now look at the bottom 80%. These are the clients/customers that range from average to **dreadfully horrible!** You know **EXACTLY** who I am talking about! **Every business has them**. These are the customers that continuously **complain**, are **never satisfied**, want everything for **free** or **cheap**, do **not respect** you and are **not grateful** when you deliver results for them.

Now let's flip that 80/20 over and dig in. Of that bottom 80%, **20%** of those are truly **NOT worth your time**. These take the **bulk** of your time AND are **emotionally draining** when you must deal with them.

I'm sure you have those clients/customers, right? How awesome would it be to **'fire' them?** **"Fire Them? But, Tom, they are paying customers and I need as many of those as I can get."**

Continued on Page 2

## *The AffiliatePartner250 → \$500 Sweepstakes*

# The AffiliatePartner250 Program!

***We have Rewarded FOUR Clients \$250 as of 8/30/23.***

***Only One More and the \$500 Sweepstakes Will Be Drawn!***

***You could make a QUICK \$750 with One Referral!***

1. For every Client Referral, you get an entry in the **\$500 Sweepstakes**. The \$500 will be drawn after every 5<sup>th</sup> Payout!
2. The next way to earn the **\$500 CASH** is after every 5<sup>th</sup> Client Referral you earn, you will get **\$500 in CASH**. ***That is \$1750 CASH in your Pocket!***

## Ideal Clients (cont pg. 1)

**Yep, FIRE THEM!** Just think how it feels when those clients on the bottom of your list decide to leave you. Are you sad? Devastated? **HELL NO!** You are doing everything in your power to gracefully get them out the door!

With that in mind, you should **ALWAYS** be getting rid of your **worst clients**. Routinely. **Just do it.** You, your peace of mind, your business and your bottom line will invariably **get substantially better!** This is something that both Dan Kennedy and Perry Marshall **believe and preach.**

I have done it a few times and it is **never easy**. The key is to make sure that you are putting what is best for them in the forefront. Then bend over backwards to make it as simple and easy as possible for them. Even if you are refunding money or services, it is **100% the right business move**. While it is painful, it feels **AWESOME** once they are gone. Just from a being able to **sleep at night** perspective and not worrying about having to deal with them any longer.

The next question is how do I try to only get ideal clients? **Niche** and **Micro-Niche** is the key. In a nutshell, the narrower your niche is, the better odds of **ATTRACTING IDEAL CLIENTS TO YOU!** Why? Because then you are almost guaranteeing you can meet their needs perfectly. A great example. If you owned a **1970 SS 454 Chevelle** and it would not start. Would you take it to a guy that specializes in Volvos? **Not No. But Hell No!**

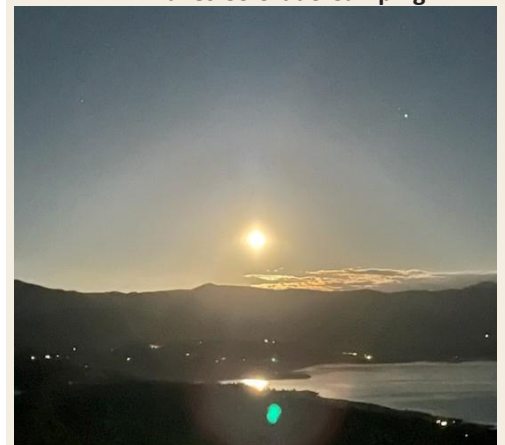
Another **secret** is trying your best upfront to determine if the customer/client is a good fit **for you AND your business**. This is why we have a **MONEY BACK Guarantee**. If they get past our initial 'firewall' of questioning, they pay us to be a client, and then it becomes apparent that they are not a good fit, giving their **money back is easy!** Plus, they will likely know it anyway. But this is why I am **over the top upfront** with our services and policies anytime I am speaking with a prospect. I want to make 100% sure they understand our business. **By doing this, I have not had to fire many clients anymore. And You Can Too!**

## Turning 60!

8/7/1963. **Need I say more?** Jake and Jess, as a **surprise**, **flew** me to Colorado for a **mountain camping trip to Twin Lakes**. Our campsite was at **10,100 ft** overlooking Twin Lakes. **Simply an AMAZING TRIP!**



Twin Lakes Colorado Camping



The Moon Over Twin Lakes, Colorado





## FOOTBALL



### Word Search



W E X S A F E T Y G W Z G X S  
 F U L B A C K E N D Z O N E  
 C U F C R E K Z R E J R E D F  
 D X O P X J I L E E M J R I N G  
 P P O J O V C H B H T B J P G  
 J T T U P T K B E Y S U C Q V  
 Z O B Z H A O H D K M Q R V D  
 R U A K A C F N L F G U N N V  
 R C L X L K F U G U A R D B K  
 U H L C F L G O R H N J N C P  
 S D Z E B E F I E L D G O A L  
 H O J N A P Z Q Z L G L B H K  
 I W S T C S X Y Y R B L D N I  
 N N Y E K P O M G W A Q J P Q  
 G T E R Q U A R T E R B A C K








**WORD LIST**

BLOCK	FIELD GOAL	GUARD	QUARTERBACK	SAFETY
CENTER	FOOTBALL	HALFBACK	RETURN	TACKLE
END ZONE	FULLBACK	KICKOFF	RUSHING	TOUCHDOWN




**Shot Gunning Beer In Twin Lakes, CO. 62° Water Temp!**  
 (Tom, Dustin, Jake, Christian, JT, Jim James. Dogs – Asuna, Kramer)

## ChatGPT Dad Jokes



I need really, funny, clean, dad jokes for my monthly newsletter!



Of course, Tom! Here are 10 clean dad jokes for your newsletter:

1. Why did the scarecrow win an award? Because he was outstanding in his field!
2. What do you call fake spaghetti? An "impasta."
3. How does a penguin build its house? Igloos it together!
4. Why did the math book look sad? Because it had too many problems.
5. What do you call an alligator in a vest? An "investigator."
6. How do you organize a space party? You "planet."
7. Why did the bicycle fall over? Because it was two-tired.
8. What do you call a bear stuck in the rain? A drizzly bear.
9. Why don't scientists trust atoms? Because they make up everything.
10. What did one wall say to the other wall? "I'll meet you at the corner."

Hope these jokes add some laughs to your newsletter!

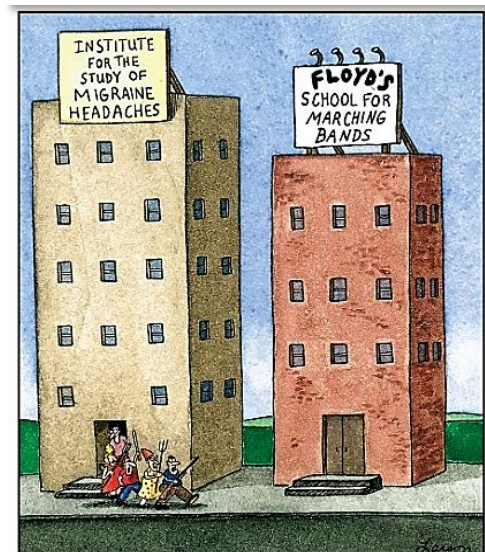
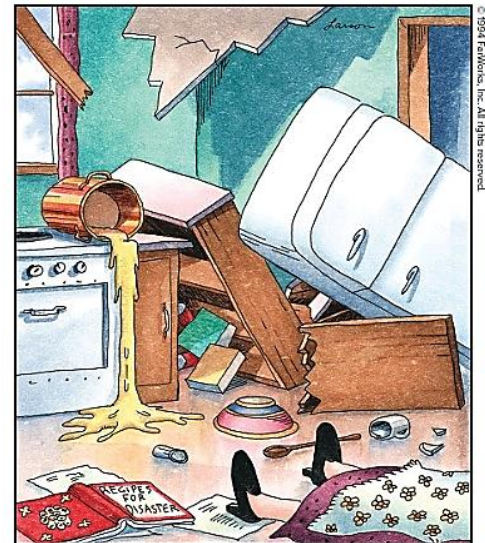
I added **'Custom Instructions'** to ChatGPT: "Address me as Tom. Responses should be casual, for the average, non-technical human. Always provide 10 examples".



## THE FAR SIDE®


by GARY LARSON

TheFarSide.com




The dam bursts.

## New Clients Spotlight – Welcome!



**Crow Performance Horses**  
 CrowPerformanceHorses.com  
 Dimmit, Texas



**R&R Quality Air**  
 RRQualityAir.com  
 Bryan, Texas

## AffiliatePartner250

SHARE TO EARN!

Bridget Brandon: TheEquineExpert.com

Jim Dunham: DunhamExpertWitness.com

Sarah McKibben: MozuanMcKibben.com

*Thank You for Your Referrals!*

**Each Received \$250!**



Share with your  
Family and Friends and  
Earn up to \$1750!

**Contact Tom | 979-217-1544**

**BigSkyInternetDesign.com / AggielandWebsiteDesign.com**

### Client/Customer Retention 101

**Keeping customers** around is just as important as getting new ones, right? Here are 9 **simple & effective** ways to keep your customers coming back:

1. **Top-Notch Service:** Nothing beats good old customer service. Be responsive and helpful, and people will stick around.
2. **Loyalty Programs:** Reward those who keep doing business with you. A point system or some exclusive discounts can go a long way.
3. **Personalized Experience:** Use customer data to tailor offers and promotions. A personal touch makes people feel special.
4. **Regular Updates:** Keep your customers in the loop about what's new. Whether it's a new product or a seasonal sale, let them know.
5. **Easy Returns:** Make it hassle-free for customers to return products or cancel services. They'll be more likely to try you out again.
6. **Feedback Loops:** Ask your customers for feedback and actually implement their suggestions. They'll appreciate that you listen.
7. **Quality Consistency:** Keep the quality of your products or services consistent. Nobody likes a one-hit-wonder.
8. **Social Proof:** Showcase customer testimonials or positive reviews on your website and social media. Happy customers attract more customers.
9. **Surprise & Delight:** Every now and then, throw in a little extra. It could be a free sample or even just a handwritten thank-you note.

**These aren't rocket science! But they're simple and will make you Unique!**

### Where do I Send Website Updates?

Use this QR Code to easily send an update email to **Debbie** at [Updates@BigSkyInternetDesign.com](mailto:Updates@BigSkyInternetDesign.com).



### Newsletter Archives:

[BigSkyInternetDesign.com/Newsletters](http://BigSkyInternetDesign.com/Newsletters)