

Newsletter from Boyd Butler at [www.greatlegalmarketing.co.uk](http://www.greatlegalmarketing.co.uk)

Your Random Act Of Kindness (RAK)

It's Friday, it's sunny (in Reading at 12.06pm) and it's Boyd Butler Time...

Today I think you might make a call after reading this.

## What's Your Random Act Of Kindness?

Every day we are bombarded with messages from economists that the economy is on the up, there's green shoots and everything is going to be fine and dandy. How do these economists know?

They don't run a business!  
So here's a real idea for you that economists don't do.

**What about spending a day in your best customer's business?**

And helping them in any way you can.

Because the reason you may be hurting is because they are hurting.

And if you can help them out it's the best way you can cement your relationship. The results will be awesome because you will be offering emotional as well as physical help.

And you'll learn a few things along the way;

***You'll find out how people use your service or product  
Why they bought from you  
How valuable it is to them  
How you can improve it  
And who else they know that can use it***

When you offer this act of random kindness you can come up with a name for it.

Like Helping Hand or Win/Win Programme. (Or something a lot better).

One thing is for sure. Offering a completely

selfless way to help your customers will lead you on a path to friendship.

Do you think that any of your competitors will be serious contenders in the future? **No way.**

They're hot air, words and promises. You give action, deeds and results.

Or you can sit around moaning, wasting time and spending money on brand advertising to keep "your name out there".

But I'm sure that's not what you do.

**Now, who are you gonna call?**

\*\*\*\*\*

Boyd Butler's website is [www.greatlegalmarketing.co.uk](http://www.greatlegalmarketing.co.uk) please forward this email on to people you want to help

Some people have started to ask me what it takes for me to help their law firm - (I say guts, desire and ambition;-)

And no-one has asked to come off this email newsletter - so thank you for your patience. If you are tiring of it...let me know.

PS I decided to change the font of my emails...why? Why not? How's that for random.