



Section 3: PHENOMENAL Marketing Systems

What comes to your mind when you think of the word *marketing*? For some, it's advertising, and others might think of networking, branding, or the idea of "getting your name out there".

Of course marketing includes those things, but really marketing is *everything* you do to *attract prospects* to your business. *Phenomenal* marketing delivers a meaningful **experience** that educates, engages, and entertains. A phenomenal marketing **system** is a group of working parts that **duplicates results** consistently.

What kind of results? A phenomenal marketing system consistently produces your perfect target prospect. If you are attracting the wrong kind of prospect, your marketing isn't working. And if your sales are up and down because you don't consistently implement marketing, then you don't have a system. Too many business owners spend lots of time and money "getting their name out there" but have no real system of attracting prospects consistently. Most often, a small business owners marketing is a gamble more than a planned effort. Congratulations for reading this book. You now have the opportunity to be one of the few that escape that trap. .

Regardless of the type of marketing you do, it must **increase sales**. Of course the sales process will determine whether the prospect will actually buy, but that also depends on the quality of the prospect you are attracting. When you attract the wrong kind of customer (because your marketing isn't what it needs to be), it doesn't matter how good your sales process is. You may close the sale, but you won't build the kind of business you want.

The Only 3 Ways to Increase Sales

Regardless of the type of business you are in, there are only 3 ways to increase sales under the sun. The 3 ways are...

1. Get More from Existing Clients. The first (and possibly the easiest) way to increase sales is to get your existing clients to use more of your services, or to use your services more often. This can have a dramatic effect on your income. If you are not marketing to your existing client base, you could literally double your business with this strategy alone. This is assuming that you have something to offer your existing clients.

Keep in mind that properly marketing to your existing clients is one of the chief ways to position yourself at a higher level. By educating your clients and “training” them to think of you and your company in a certain way, you “brand” yourself among them. Don’t forget about referrals!

One of the biggest benefits of marketing to your existing clients is their referrals! If you are not in constant contact with your clients, they will forget about you. You must be top of mind at all times. When anyone mentions your industry, your name should immediately come to their mind.

Statistics have proven that it costs an average of 500% more to gain a new client than to keep an existing one. They already know you. You already know them. They have already paid your price. They are the most likely to do business with you assuming that you have a repeatable service, other products, and/or you want referrals from them.

For most businesses not marketing to your existing clients is the biggest marketing mistake of all. This book reveals some of the strategies you can use to keep your current clients coming back for more and to keep them actively referring you.

2. Get more clients. Speaking of referrals, the second way to increase sales is to get more clients. This is the one that people usually think of first. And most businesses say that 85% of their business comes from repeat and referral business. Yet, they don't have a system in place to maintain and increase repeat and referral business. Most small businesses say they build their business through "word of mouth". There are many, ways to get more clients, but the best

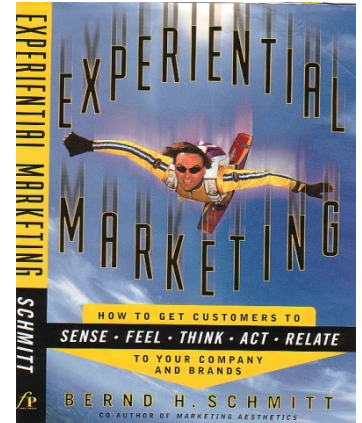
way is through referrals and I'll show you how to put your word of mouth marketing into a phenomenal system.

3. Increase Price. This is a powerful way to increase sales, but probably the last one that small business owners think of. In fact, you only think of it briefly, because after all, "with the economy being what it is...". I hope to change your mind on this. If you are able to increase your price without losing too much in sales volume, your top line increases. If you raise your price 20% and lose 20% of your sales volume, you are still making more profit. If you raise your price 50% and lose 50% of your sales volume, you are still making more profit.

By positioning yourself and your company differently – by creating a different message – you will be able to continually raise your price. The beauty is that you probably *won't* lose any sales volume! If you do lose clients, it will be the unprofitable ones you don't want anyway. And if you do this right, you'll quickly replace them with clients that are willing to pay a higher price because you will have developed a compelling case for doing business with your company.

Experiential Marketing

I came across a term some years ago that explained what I was already doing in my marketing, and explained how I was able to get the highest prices. The term “Experiential Marketing” is sort of an unusual, obscure term, but is key to getting the highest prices for your service. There is a book called Experiential Marketing by Bernd H. Schmitt, published by The Free Press. Let me share a quote from this book...



“Today, customers take functional features and benefits, product quality, and a positive brand image as a given. What they want is products, communications, and marketing campaigns that dazzle their senses, touch their hearts and stimulate their minds. They want products communications and campaigns that they can relate to and that they can incorporate into their lifestyles. The want products, communications, and marketing campaigns to deliver an experience...”

Notice that it says to deliver an experience in the *marketing campaign*. Hopefully all of us know that we must create the most unique and powerful experience when we actually serve our clients. But what this is saying is that it is created in the marketing campaign. Interesting.

The quote goes on to say...“The degree to which a company is able to deliver a desirable customer experience (in the marketing) and to use information technology, brands, and integrated communications and entertainment to do so, will largely determine its success in the global marketplace of the new millennium.”

You may not be concerned about the “global marketplace” in your industry, but the degree to which we understand and implement this concept will determine the degree of success we will have in getting higher prices.

What is the marketing message of most business owners? How does the average, every day business advertise their service? If your industry is like most, you will find that the message is either about price or about how they do their work. If you sell a product, it's all about the features of the product.

Let's deal with the price advertising first. Price advertising comes in many different ways. The most common type of price advertising is placing an ad that offers a low price. But that's not the only type of price advertising. The way that you carry yourself as the business owner is a reflection of the value of your service experience.

How you dress, what your company materials look like, what your office looks like, how you answer your telephone, etc. You see, you *will* take up a position in the marketplace, just by existing. The question is whether you will take up the position that you want or not. You have to design what your position will be rather than letting it happen by accident.

Avoiding the 3 Types of "Price Advertising"

One of the worst things you can do in marketing is advertise *price* before *value* is proven. The most common type of price advertiser is the one that advertises a ridiculously low price never intending to honor that price. Or, they have one in stock at that price, or whatever. In the worst cases, you could categorize these price advertisers in the “bait n’ switch” category. They bait the prospect with a low price to “get in the door”. Once the prospect is generated, they “switch” them to what they really want to sell. In the worst cases, the company would even refuse to offer the low price service. Do you have “bait n’ switch” operators in your industry?

The bait n’ switch advertiser is only one of 3 types of price advertisers...

The second is what I call the “value choice”. The value choice, unlike the bait n’ switch is a legitimate business model, but has intentionally positioned itself as the lower price alternative. Think of how Southwest Airlines started. They intentionally positioned themselves as the low price alternative and they were very focused about running their business model accordingly.

Not offering meals on their flights, their point to point routes, open seating, and the revolutionary “10 minute turn around” have all kept their costs low so that they can offer the a lower price and make a healthy profit. This model doesn't work for the small business that doesn't have the scope or infrastructure that a large company has.

This brings me to the third type of price advertiser. The third type of price advertiser is the small business that doesn't have the management infrastructure, the reach, and cannot handle the volume that a larger "value" company could. Let’s think about a plumbing company. If a plumber is a smaller operator, why would he want to “match” the price of a bigger operation?

He can’t compete with their margins. He doesn’t have the management infrastructure, the capital, the brand image, the television commercials, and more that the larger company has. His revenue is generated by his sweat. Therefore, even though the “overhead” is lower, this person should charge more, rather than less. The key is that this plumber must understand what differentiates him from the larger firm, which we will get to in a moment.

But, let's look at a comparison between the smaller operator and the larger company. Let’s say this is the income statement of the larger firm:

\$5M	Income
- \$2.5M	Cost of Sale
=	\$2.5 M Gross Profit
- \$2.0M	Fixed Expense (40%)
=	\$500k Net Income

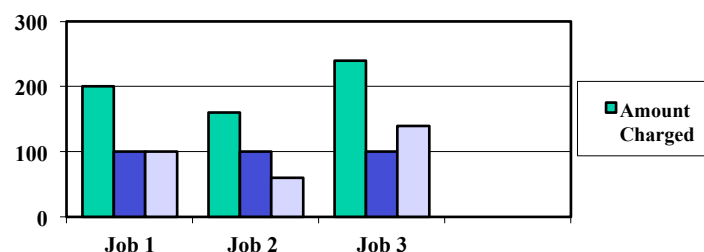
If a smaller operator that billed 200k has the same cost structure that produces a 10% margin, he would end up with \$20k in profit. Not cool! And that's what happens in small business across the world every day! Obviously there are lots of variables in this scenario, but the point is that you can't compete with the larger company on price.

Instead, the smaller operator should charge higher prices and leverage the *benefits* that a smaller operator can offer.

So the saddest case of all the price advertisers is the small business owner that has not figured out how to position themselves at a higher price and hasn't understood how to find the people that are willing to pay a higher price.

The bottom line is that PRICE ADVERTISING ATTRACTS PRICE SHOPPERS!
So, don't do that!

The Effects of lowering or raising price.



In this simplified illustration, Job 1 (could be Product 1 just as well) is priced at \$200.00 and the cost of doing it is \$100.00, which would give you a \$100.00 profit.

Job 2 offers a discount of 20% which would make the price \$160.00. Guess what doesn't change? The cost! It still cost \$100.00 to do that job! So, that means your profit went down to \$60.00.

That's a 40% drop!

What if you could position your company in a way that you could charge 20% *more* instead less? What do you think would happen? Let's take a look...

Job 3 is priced at \$240.00 instead of \$200.00. What stays the same? The cost! \$240.00 minus \$100.00, gives us \$140.00 *profit*. And by the way, **the difference in profit from Job 2 and Job 3 is 2.33 times the amount.**

That means you could do half the work and make more money!

Or, do the same volume and make more than twice the money. This is a very important concept for smaller companies to understand. It's not in the volume (with any company), it's in the profit. It is terribly important as independent business owners to understand this because we don't have a national brand to generate leads for us. We have an entirely different set of benefits to offer, which are worth far more.

The second way that most small business owners advertise their company "how they do their work"

Other than price, another common way business owners communicate their service is "how they do their work". What could possibly be wrong with this? Let's look and see...

Let's say that Sue Smith is a CPA. When Sue introduces herself at a networking group, it will usually sound something like this...

"Hi, I'm Sue Smith with 1-2-3 Accounting Firm and we do taxes. If you need anything to do with taxes, just give us a call. We can do your returns at the end of the year whether you are an individual or a company, or we can do your bookkeeping. If you need anything, just gimme a call".

Isn't it true that just about every time you hear someone introduce themselves or you see an advertisement for a company that there is NOTHING that stands out that makes them unique and different?

The problem is that everyone else says the "same thing". So if you do the "same thing", why should someone choose you over another company? Why should they pay you a higher price? They shouldn't. This big mistake is repeated over and over by small business owners across the world every single day. In today's competitive marketplace, it is not enough to just tell what you do, or to tell the features and benefits of what you do.

How to Dominate YOUR Market and Get Rich in the Niche!

"If you try to be everything to everyone, you won't be anything to anyone!"

If you want to dominate a niche, you first have to know what your niche is. Do you know that when you try to be "everything" to everyone, you won't be "anything" to anyone? You want to be a BIG FISH in a small pond, rather than a minnow in a

huge ocean. So, who is your perfect target niche client? My good friend and business consultant Ellen Rohr explains a simple way to find out. Think about your very best customer. You know the one - they never complain about price, they always pay on time and they are a pleasure to work with. That picture describes your target niche market. Of course in your phenomenal marketing plan, you will determine the demographics (age, gender, income, etc.) and psychographics (purchasing habits, etc.) of your perfect target market.

Domination is a result of positioning.

In the classic marketing book *Positioning* by Jack Trout and Al Ries, they describe positioning as a slot in your target market's mind much like a file cabinet. To illustrate this, let me ask you a couple of questions: When I say *laundry detergent*, what brand first comes to mind? For most it's Tide. When I say *soft drink*, what brand comes to mind first? Most would say Coke.

Regardless of what brand comes to your mind, the one that did is the one that occupies that slot - the file in the file cabinet of your mind. So your job as a *phenomenal* marketer is to have a *system* for positioning yourself at the highest price in the mind of your perfect target market.

Positioning is a result of being UNIQUE.

Let's look at three companies that have done this well:

- 1. Whole Foods** - they recognized the trend of natural food enthusiasts (target market) and decided to take up a position in that space.
- 2. Starbucks** - They created a unique experience around coffee.
- 3. Harley-Davidson.** Whether you are a biker or not, you must concede that there is a unique experience (that could be good or bad depending on your view!) around owning a hog!

Being unique means you can charge more

Why do you need to charge more? Because working 24/7 just to barely scrape by is not a phenomenal life. Remember the only reason your business exist is to help you achieve your life goals. So, here's where the rubber meets the road: Those that don't shop at Whole Foods is because of the "cost". I personally love to go to

Whole Foods when I am home because I can get the natural foods that I want. I pay more, but I get what I want all at the same place.

How much can you spend on a cup of coffee at Starbucks?

I decided to find out. So, I did an informal marketing survey. As I travel around the country, I would go into Starbucks, walk up to the counter and say "I want to buy your most expensive cup of coffee". Almost always without hesitation (and always a curious look on their face), they would typically offer a Venti Salted Mocha Frappuccinno(r) or something like that. "How much is it?" I asked. "\$6.25 they respond. Then I say "Can you make it more expensive?". "What do you mean?" they reply. "I want to buy the most expensive coffee I can" I insist. "For example, could you add some shots?" "Sure." "How many can you add?" "As many as you want." "Yeah, but the venti cup only holds a certain amount, right?"

So, they figure that up. Then almost without fail, another employee comes along and says "you could add some flavors", so we do that. They are quick to remind me that I won't be able to drink it and I assure them that it's okay because I don't want to drink it, I just want to get the most expensive cup of coffee I can find.

The highest price I have been able to get so far is \$43.27!

I didn't pay that, in fact each episode ends the same way "Never mind, I'll just have a tall cappuccino". They didn't laugh either. But I do always give them a big tip for playing along.

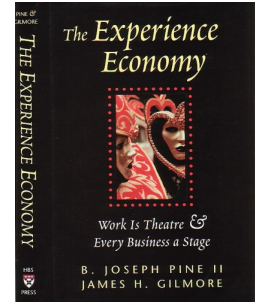
Harley-Davidson doesn't try to be the least expensive bike around. They have created such an experience around riding a motorcycle that people are willing to pay a high price to own one. Recently, we held a leadership retreat in Colorado Springs and a couple that are in our coaching program rode their Harley all the way from Florida. They built a 17-day vacation around the event. I went outside to see their bike and the husband was beaming as he showed it off. It had a nice trailer and he explained how it was top-of-the-line and how it had all the bells and whistles.

"How much you got in this bike?" I asked. "65 grand" he responded. He explained that the trailer had to be custom painted to match the bike and so on.

The Experience Economy

To demonstrate how this works, let me share a concept from a phenomenal book called *The Experience Economy* by Joe Pine and James Gilmore. .

Here's what I learned from that book: When coffee is first hits the market as a commodity, it cost about \$1.00 a pound. Not much differentiation at this point other than the type of bean. Once it is packaged, and appears on the shelf at the grocery store it becomes a good.



How much does a pound of coffee cost at the grocery store? Having presented this message thousands of times, I have found that very few people know how much they pay for a cup of coffee! We just enter the store like a Zombie and grab our brand. LOL!

Coffee in the grocery store can range from \$2.99 per pound (it's actually 12 ounces of coffee and 4 ounces of air - kind of like potato chips these days!), on up to more than ten bucks a pound. Now, we have gone from one dollar a pound to THREE TO TEN TIMES THE PRICE!

For what? Packaging. The brand.

How is *your* packaging? How is *your* brand? Most small business owners are at the forefront of their businesses. Did you know that the way you dress, the way you carry yourself and the way you communicate assigns a value to you and your business?

The next level is the service level. If you go to Denny's and buy a cup of coffee, what are you really paying for? You're not really paying for coffee right? You are paying for the *service* of someone to brew that coffee and make it available to you.

How much does a cup of coffee cost at Denny's? About \$1.00 per cup. How much of that *weak* coffee can you make from a pound of coffee? About 60 cups! So the price per pound goes up to \$60.00 a pound at Denny's.

When you think about your marketing message, are you talking enough about your unique service? When you sell the benefits of a unique service rather than just the work you do or the product features, you begin to set yourself apart and can therefore charge more than the commodity price.

How to get people to stand in line and pay you the highest prices for your product or service...

Finally, the next level is the experience. This would be having a cappuccino in Italy outside one of the historical landmarks. You are going to pay about \$8.00 a cup or more. Another example of the experience level would be Starbucks. People stand in line to pay the highest prices for a cup of coffee - a commodity that has been around for thousands of years.

I have a picture I took in the Baltimore airport. There were 63 people standing in line at Starbucks. Now there is a little disclaimer - the other two coffee places in that area were closed. But that's a message by itself. Why were they closed? I can only assume that management felt there weren't enough flights going out at that time to justify running the lists, and I can just hear them say that their employees don't want to come in that early anyway!

But Starbucks understands something the other coffee places don't. They understand that as those 63 people are going to walk onto an airplane with hundreds of other people on it with something very important in their hand - not just the cup of coffee, but the logo. The brand. As each person sitting on that airplane sees that logo walk by, it makes them wish they stood in line for it. They might be thinking "I'm going to attack that man for that cup of coffee!"

Now the question becomes "can you do this in your small business?". And the answer is yes you can. Here's how.

The Phenomenal 5 Point “Experiential” Marketing Message

Several years ago I developed what I call my 5-point marketing message. This message covers what I believe are the five things that people will stand in line and pay the highest price for. When you have all 5 of them in place AND you understand how to use it in your marketing, you can literally position yourself at the top of any industry. I've done it in 3 different industries and helped thousands of small business owners around the world in many different industries improve their position at minimum, and many have dominated their markets.

Here are the five points.

1. **Reputation.** There is one primary "unspoken" question that every prospect has about every person or company they do business with. Can you think of what it is? "Can I trust you?" is the question. They may not verbalize it just like that, but that is their number one question. So, in your marketing message, you must not only demonstrate *trust*, but also *prove* that you have a phenomenal reputation.
2. **Experience.** The second unspoken question all prospects have about a service company is "do you know what you are doing". I can trust you all I want, but if you don't know what the heck you are doing, what good is it? So your marketing message must prove that you are experienced.
3. **Education.** The third item has to do being an educational source as well as certification. We will cover all of these points in detail.
4. **Systems.** This point has to do with both service systems as well as your delivery system. In other words, how will you service that client differently than anyone else. If you are providing a technical, repair, or maintenance service, what is different about the service call compared to other companies?
5. **Guarantee.** The way you structure your guarantee will have a great impact on your message. More on this in just a moment.

2 Versions of the message...

There will be two primary ways you will use this message...

1. Introduction version – Short, memorized
2. Presentation version – Longer, applied to the situation

The introduction version is used in any case in which you are in a position of "introducing" your company to a prospect. If someone comes across a brochure on your company, it should deliver these 5 points. In the case of using it verbally (in the grocery store for example), you can cover all 5 points very effectively in about 60 – 90 seconds. Some people call this the "Elevator Pitch".

Now instead of using language that focuses on "how you do your work" like everyone else does, you are "refocusing" that prospect on more important things. Emotional factors. You will now be able to deliver a massive amount of emotional

information in a very brief period. Using the 5 points, you will be able to convey a meaningful message in a short amount of time that will set you apart and will attract the right kind of prospects.

The introduction message is the message is the "Elevator Pitch" that would be used at a networking group for example. This is your 60-second “commercial” so to speak.

The longer, presentation version is used once you have generated a prospect and you have the opportunity to give them a presentation, price quote, or whatever. This may be over the phone, or on site if you provide a service for the home or office. The benefit of doing a presentation is that you can discover their unique emotional needs and customize your five point message to fit their needs, concerns, and desires. (You will see this again in Phenomenal Sales Systems).

I call this message a UEP™ (Unique Experience Proposition™). You may have heard of a USP (Unique Selling Proposition) in the past. Because Experiential Marketing is so important, I have changed that to a UEP™.

MARKETING POINT # 1: Reputation

Using Starbucks as our example, they have gained a Reputation of being the coffee experts. They did this in two ways. One, they raise some real concerns about how average, every day, commodity coffee is made. The worst stories tell how imported coffees use dirt as filler! They share how commodity coffees use an inferior bean called the Robusta bean. They use only 100% Arabica beans. Other coffee companies use conveyer belt roasting processes, and of course they have their own special, patented roasting system. Commodity coffee companies use harsh chemicals in the processing and have to use defoamer to smooth it out. Yuck!

Even though this focuses on the product, the reaction is purely emotional. The emotional reaction is “yuck!” Once coffee is ground up, how do you know what’s in there? Starbucks then begins the process of educating you about their processes that produce the PERFECT CUP.

Marketing your Reputation is done by using what others say about you rather than what you say about you! Remember that your brand is nothing more than what people say about you when you are not around. The relationships you have with your clients, people with influence in your industry and community will build your reputation and confirm that you can be trusted.

Testimonials are powerful because what your clients and other important people say about you is more believable than what you say about yourself. Celebrity endorsements are also another great means if you can acquire it. If you have a local celebrity that recommends you, see if you can use their name in your marketing. For example, a local celebrity featured one of my companies on a television show. Our phone rang off the wall and we soon learned that he had a radio program where he would give live endorsements in the ads. We literally made millions of dollars over the years from that one source.

High profile projects or clients also help you develop your reputation (which translates into trust). Your involvement in community service speaks volumes. Awards and certifications are also great tools that build your reputation. Be sure to use all of these things in your marketing media.

What others say about you taps into a powerful human law called “Social Proof”. I was on the west side of Kauai, Hawaii one day and the water was extremely rough. I noticed that other people were waiting to see if anyone drowned before they ventured in!! This is social proof. Social proof says if others are doing it, it must be okay.

Be sure to communicate how each and every one of these marketing points benefits the client. This one is obvious. The benefit is that since you can trust our company, regardless of what happens, I know I am not going to be taken advantage of.

INTRODUCTION EXAMPLE OF REPUTATION: “Our Company enjoys a reputation that is second to none. Some of the area's most seasoned <experts in your area> refer our services/products exclusively.”

MARKETING POINT #2: Experience

Communicating your experience may number of years in business. “Since 1902” has an impact. “Over 20 years” is also a powerful statement. If the job requires a certain method of expertise or a certain procedure, you want to communicate your experience in those areas. One of the ways our service company made tremendous progress with our positioning was by offering to tackle troubleshooting jobs that no one else wanted to touch. Anything that was weird or far out, I wanted to get a peek at it. This in turn gave us unmatched experience. We were going after things that others were running from. In just a few years, I saw more situations that I was able to learn from than my competitors will likely see in a lifetime.

INTRODUCTION EXAMPLE OF EXPERIENCE: “Our Company has been in business for ____ years, and are experienced in all types of <whatever you do>. We will be familiar with your situation regardless of what it is. ”

If you haven't been in business for very long, focus on the areas of experience you have. You can also lean heavier on the next point:

MARKETING POINT # 3: Education (or Training)

If you are certified by your industry, you should educate your prospects and clients what certification means to them. Certification can be a powerful marketing tool, but only if it is used well. Talk about any specialized training you or your staff goes through that benefit them. And be sure to share that part of your mission is to educate them on how to navigate your industry. This sets you apart as a consultant.

INTRODUCTION EXAMPLE OF EDUCATION: “Our Company is certified by the <Your Certification Group> We are heavily involved in our industry to stay on the cutting edge of information. We bring this education directly to you so you can be sure you have the very best available.”

MARKETING POINT # 4: SYSTEMS

This is how you will deliver your unique experience.

Your customer service system will set you apart more than anything else. And the best part is that it doesn't cost much more (if anything) to provide a higher level of customer service. The key is to not just provide it, but to talk about how it is different and use it in your marketing message.

Usually the frustrations customers have with companies have to do with service, not necessarily the product. By tapping into the emotional distress of the typical customer, you can win many new clients. What are they suffering from? Identify the areas where your competitors are failing to serve and promise to fill that gap. Be sure to explain exactly what you are going to do that is different.

INTRODUCTION EXAMPLE OF SYSTEMS: “Our mission is to provide you with the most outstanding service experience ever. We will treat you with the utmost of respect and courtesy and deliver your service/product on time.”

In the longer version, you want to outline the steps you take that others don't.

MARKETING POINT NUMBER 5: Guarantee

Many small business owners are afraid to offer a guarantee on their product or service in their marketing message, but when I ask them what happens if their client isn't satisfied, they quickly point out how they make it right including a refund if appropriate.

If you want to attract high-end clients, you must understand that they expect you to back up what you do. If there is any question about that, they will not move forward in using you. Using it in your marketing message confirms that you are the right company for them. If you attracting price-shoppers or people who just want to get something for free from you, you are attracting the wrong crowd. And that is not because you are offering a guarantee; it's due to poor positioning.

Of course you are always going to have people who take advantage of your guarantee, so you factor that into your cost of doing business. If I can get more clients and higher prices because I have complete message (including the guarantee), I can afford to give money back once and a while. Although it always hurts, it isn't an emotional event, it's just working with the law of averages.

Of course there are many things that you can't offer a money back guarantee on. If you are a homebuilder, you can't give a refund on a house, but you can build a reputation that you follow up after the sale. My wife and I actually had this experience. We had a wonderful builder that did address every need that came up long after the home was built and signed off on. That builder knows something that all business owners need to understand - how you handle your guarantee affects your reputation. So, you might imagine the five points being in a circle. Your guarantee is connected to your reputation.

Make your guarantee as strong as possible. If you sell info products, or seminars, offer a 100% money back guarantee. This gets more people to buy. Factor the potential returns into the pricing. If you sell 10% more products at a 10% higher price because you offer a guarantee, that's a 21% increase in sales volume. You could have a lot of returns and still make a lot more money.

INTRODUCTION EXAMPLE OF GUARANTEE: “Our Company offers a 100% money back guarantee. “ If you are not completely thrilled with the service/product experience you receive from our company, we will rush back to your location at no

charge and no obligation to correct the situation. If you are still unimpressed, you owe us nothing, and we will issue a 100% refund."

If you sell a product, you would say "If you aren't completely thrilled with this product, simply return it within (time frame), and we will issue a 100% refund."

Time and space in this book doesn't allow me to elaborate on all the things you can do to curb returns, but simply said, engage your clients in the most phenomenal service experience ever (See Phenomenal Service Systems) and you will improve your stats.

The Fastest Growth Tool on the Planet!

I would like to introduce you to a concept that is extremely valuable in marketing your company. It is a phenomenal tool to demonstrate your unique experience, and it's a fast growth tool because it makes it easy for a maximum number of people to "sample" your service.

It's called The Free Trial Offer. This concept gives your prime target market to experience your product or service before purchasing it. In the best case, it would be an actual sample of the product or service. For example, Chick-Filet was perhaps the first company to offer a free trial in the malls. Now everyone does it. If you own a residential cleaning business, you would clean a room for free. If you have a golf club, offer a free round of golf to attract new prospects.

Did you know that Lexus has a Free Trial Offer? When you go to the Lexus dealership and express interest in a car, they encourage you to take it home for the weekend. If you say "I'm not sure I can get it back in time, they say "Don't worry! Bring it back when you can." "We'll I've got to go out of town this week." you say. "Don't worry, we'll fill it up with gas. Take the car on the trip with you." they say.

What's happening here? They want you to take that car home with you because once you "experience" how it drives you are going to want to keep it! And when you see how it looks in your driveway, now you're really fall in love with it. But the kicker is when your neighbors come over and begin to ooh and ahh over it, there is no way that car is going back! Especially if you're a male! You know how that male ego goes.

Zig Ziglar called that the "puppy dog" close. You know how it is when you bring a cute little puppy home. You fall in love and that little dude ain't going nowhere!

You might offer a free consultation, a free report, a free cd, video, webinars, or a free newsletter that offers tips and solutions to your prime target market's biggest frustrations and insights into helping them fulfill their biggest desires.

Make your Free Trial Offer as impactful as possible. You want it to be informative, emotional and you want it to get them to buy without pressure. This is a wonderful way for them to experience your product or service in action.

Instead of trying to take someone from suspect (someone who may or may not be a good prospect) straight to paying customer, the free trial offer takes them from suspect to prospect and allows you to do a very important thing: collect their contact information! Now you are in control of the follow up, not them. Plus, they have "raised their hand" for more information so to speak. They are telling you "Hey, I'm a prospect! I'm interested!". All too often, prospects are skeptical and they want to "check you out". The Free Trial is the perfect way for them to get to know, like and trust you.

What if people take advantage of it. What if you have a free trial offer and it costs you money to provide the free product or service, or if there is a cost in delivering or installing the product? If you are a restaurant, a free meal cost money. How do you know if they will come back? You don't. But your goal is to create so many more clients as a result of your free trial that even if you get a few "freebies" that take advantage, you are still making more money.

SPECIAL NOTE: Don't confuse the concept of the free trial with a discount! This is a completely different concept. A discount is "conditional" and causes prospects to respond to get a "deal". They still have to buy. The concept of a free trial offer is different because it allows them to experience you without risk.

How to Get an Unlimited Supply of the Highest Paying Clients! ***(Without expensive advertising)***

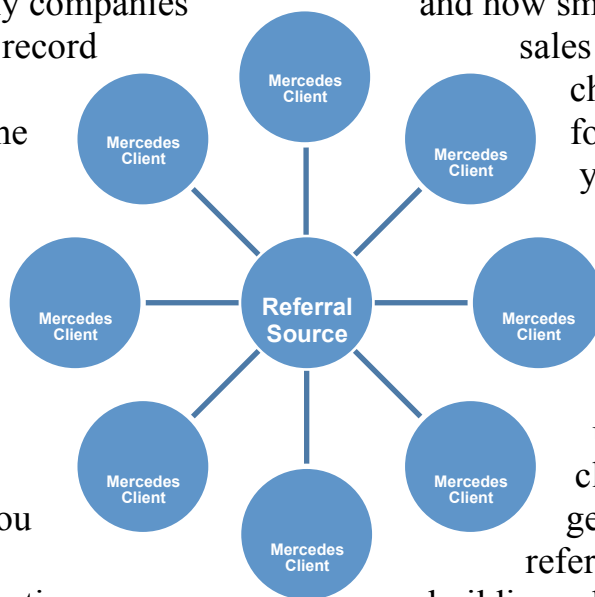
Everyone agrees that “word of mouth” is the best advertising. Everyone knows the power in someone telling another person about a service or a product. The problem is that “casual” referrals usually don't create a phenomenally successful business. To generate a massive number of referrals, you need a phenomenal referral marketing *system*.

The second biggest marketing mistake small business owners make is what I call "chasing suspects". We've all been there. We chase someone we think might be a good prospect for us, trying to convince them of that and we spend a massive amount of time and energy chasing them and nothing ever comes from it. Of course the "the fortune *is* in the follow up", but *who* you follow up with is very important. We should have a follow up system for all of those that are truly prospects. A suspect is someone who fits the demographic. A prospect is someone has actually asked for more information.

The Secret to Record Sales and Profits

My experience of coaching thousands of small business owners around the world tells me that most small business owners are missing out on a very big secret. This is how I have built my companies and how small businesses around the world are having record sales and profits. The secret is instead of spending as much time chasing suspects and following up with individual prospects, you invest your time building powerful referral relationships with sources...

What I mean by a company or relationship with an your perfect niche you are a CPA and you attorneys, then your law firms. Invest your time attorneys that can refer an unlimited supply of your perfect niche client.



referral *source* is a professional that a unlimited supply of client. For example, if get referrals from referral source would be building relationships with

In fact, my definition of Referral Marketing is...

*“The process of building a **network of sources** that will refer multiple clients to your business”*

Top 10 Reasons Referral Marketing is So Effective

Reason #1: Your Network Unlimited. As you begin to build relationships with powerful referral sources and you get your clients to refer you, the network continues to grow with no end in sight.

Reason #2: Higher Quality Clients- Since Mercedes Clients seek out a referral, you get higher quality clients just from being “referral based”. Referred clients usually don’t even ask about the price. They are more concerned about quality than price.

Reason #3: Pre-Qualified Clients – By educating your referral sources, your prospective clients will be pre-qualified therefore they will already know more about you (and that you charge more than the commodity or service level company).

Reason #4: People Trust Referrals –Wouldn’t you agree that referrals already have a level of trust for you? Sure they do. They trust you because the person they trust knows you.

Reason #5: Reduces Competition – With referral marketing, you are no longer fighting for the best ad placement, or getting copied. Relationships are hard to duplicate.

Reason #6: Low Cost – With the right referral marketing system, you won’t spend money on expensive advertising. The cost is very low for referral marketing. Even with a Referral Reward Program (which I highly recommend), the cost is still extremely low compared to most advertising.

Reason #7: High Returns – The returns can potentially be huge. In many industries a 4 to 1 return on investment on advertising dollars would be outstanding. In other words, if you invested \$1000.00 in advertising, you would get an average of \$4000.00 in return. With referral marketing, if you pay a 10% referral reward and everyone cashed in on it, you would have a 10 to 1 return. In my reward program, I get a 20 to 1 return.

Reason #8: Returns Guaranteed – With a referral reward, you don't pay it until *after* the product or service is paid for. With traditional advertising, you put your money on the line and hope for a return.

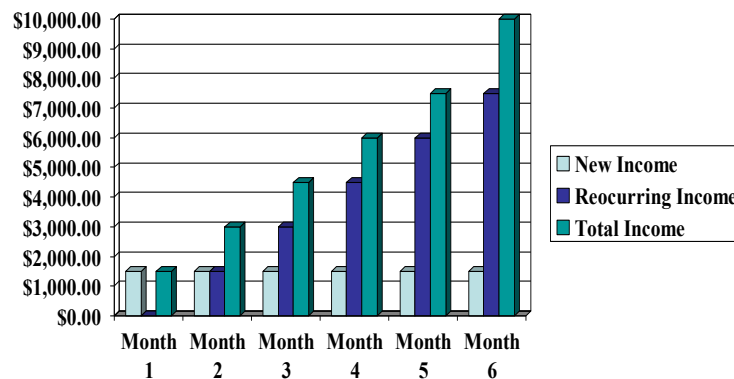
Reason #9: Small Time Investment – The biggest objection I get to referral marketing is “time”. See Reason #10 to overcome that challenge.

Reason #10” EXPO-NEN-TIAL MULTIPLICATION!!

Would you be interested in how investing just a few minutes a day doing something really fun would give you a return of over \$10,000.00 in new business each and every month after 6 months? Of course you would. Even though I can't guarantee it, I have seen it happen many times.

Here's what I discovered with referral marketing (see the chart below).

Exponential Multiplication Chart



If you invested just 30 minutes per day calling on powerful referral sources (companies that are in a position to refer you on a regular basis), do you think it's possible to generate just \$1,500.00 in new referrals in a one-month period? See the light blue column on the chart. Not too difficult for most small businesses.

What I discovered about referral marketing is that once you win the confidence of a referral source, they will continue the habit of referring you (the light

column), unless you give them a reason not to. You will then continue to develop new referral sources each month to the tune of \$1,500.00 each month.

All told, at the end of six months, you would be at over \$10,000.00 per month in NEW referred business! The total monthly income in new business is demonstrated by the second darker column.

This is how I built my company from the trunk of my car to a multi-million dollar enterprise. I still use this method today. This is how I built a phenomenal training business and the reason you are holding this book in your hand right now. And it's the same method I have taught countless small business owners around the world. They are having record sales and profits because of it. Finally, it will work for you too if you understand it and apply it.

All of Business is About Relationships

Would you agree that all of business and all of life is about relationships? You bet. So, the idea here is build RELATIONSHIPS with potential referral sources. By adding value to them, they will add value to you.

It's Not WHAT You Know, It's... "

Have you ever heard "it's not *what* you know it's *who* you know"? Over the past 28 years in business, I have learned that *ALL* of business is about RELATIONSHIPS. But, what if it wasn't just *who* you know, but *what* you know about who you know?

And what if it wasn't about who *you* know, but who knows YOU- and WHAT they know about you? That's called POSITIONING. My good friend Bob Burg, bestselling author of *The Go-Giver*, says that people do business with those they know, like and trust.

Are You Actively Building Phenomenal Relationships?

Or are you just relying on casual word of mouth or advertising to get customers? How much time do you invest in business relationships?. Or, are you kind of stuck "in" your business?

In today's digital world, we are more "connected", but more isolated than ever before. I personally love social networking and actively network on Facebook, but I also make time to connect face to face, because nothing can replace that.

American Legend Zig Ziglar said "You can have everything in life you want, if you just help enough other people get what they want"

"Give and it WILL be given back to you, pressed down, shaken together and running over". It may not come from the same person, but my experience has shown me that if you give people what they want, they will be more apt to give you what you want.

Jim Cathcart, bestselling author of *Relationship Selling* says "relationship selling is becoming an asset to others *before* they become an asset to you". So, when you want to build a relationship with someone that can benefit your business, find out what they like, what they want and what they need and simply be the one to give it to him or her.

Jeffrey Gitomer, bestselling author of the best customer service book I ever read "Customer Satisfaction is Worthless" and one of the very best books on networking called "The Little Black Book of Connections" says "all things being equal, people would rather do business with a friend. All things being not so equal, people would still rather do business with a friend."

You see, you can have higher prices and a longer wait, but your referral sources will still support you because you are a trusted friend and advisor. While others are begging at the front door, trying to get by the gatekeeper, you are being graciously invited in through the back door.

"CAN'T, DON'T, and...WON'T "

If people don't know about you, they obviously CAN'T use you or refer you. If they don't like you, they DON'T use you or refer you unless they absolutely have to. And if they don't trust you, they WON'T use you or refer you.

Finally, building relationships requires leadership on your part. My good friend John C. Maxwell (the world's #1 leadership expert) says that leadership is influence. Nothing more, nothing less. We all have influence in someone else's life. How do you get influence? By adding value to others. John says "if you don't

add value to others, you de-value them". Add value to them and they will add value to you.

Remember, ALL of business is about RELATIONSHIPS. You can know everything there is to know about the technical part of your business and be BROKE! Not to say that being technically savvy isn't important. It is, but you can be the most "technical" person in the world and not have a successful business.

The Value of Becoming a Phenomenal Networker

To build a phenomenal referral marketing system, you will need to understand networking and how to build rapport quickly.

First, dress well. Did you know that people make 11 assumptions about you in the first 30 seconds of meeting you? Most of this happens before you even open your mouth! First impressions last, so you want to make it a good one!

My personal view is that this is an area where many small business owners and professionals are failing. We have become so casual in our dress code that we aren't even aware of its effect. My goal is to be dressed as well as anyone else in the room. If you are going to build powerful business relationships, you need to look like a businessperson. Wear a sport coat and a tie if you are a man. Wear a dress or nice pantsuit if you are a woman.

Make sure your clothing is professionally pressed, your shoes are shined and your accessories are not worn. Your hair should be well groomed, your fingernails clipped and clean, be clean shaven, and keep some breath mints with you at all times! No one likes spending time with someone with breath that could melt butter!

Always have business cards (or brochures) with you. Don't go *anywhere* without business cards! Keep a stack in your pocket, a stack in the car, and keep your extra supply wherever you keep your car keys! When you meet someone, always get *their* card. It is much more important for you to get their card, because the chance of there is no guarantee that they will call you, so be sure to follow up with them. Remember you will have a follow up system and you are targeting referral sources so you can avoid being the stressed-out-gotta-close-somebody-today sales person!

Be gracious. When you are in a networking environment, you are not there for you! You are not there to eat and take advantage of the food and drink. You are there to build relationships, so prefer others before yourself. Be polite and kind. Be positive and likeable.

Avoid getting into negative conversations. Sometimes you will run into people at networking groups that want to talk about the weather or complain about the food, or whatever. Keeping in mind that you are not there for you, avoid these conversations. They are not productive and they bring everybody down.

Don't stand in the corner all alone. Instead, identify those that could be good referral sources for you and strike up a conversation. When you begin speaking with them, instead of being anxious to share what *you* do, show interest in what *they* do. Find out as much as you can about them and their business. This will come in handy when you get to talk about your business. People love nothing more than to talk about themselves and their business. In fact, a great exercise is to practice asking as many questions as possible without saying anything about yourself until they ask. Once they ask, that means they will listen closer to what you have to say.

Listen emphatically. Instead of half way listening (called "selective" listening), listen closely to what the other person is saying. Use nods and positive affirmations to let them know you are interested in what they are saying. Even if you aren't, you should be - at least from the standpoint of how you will build a professional relationship with this person. Try to discover ways you can help them with their business and add value to them.

Remember why you are there! You are there to build your business. To build relationships, to find out how you can help others so they will in turn help you. You are not there for personal reasons. Keep your goals in mind and make the time investment worthwhile.

Follow Up

Immediately put their name and address into a database. Every business card that you gather, put it into a database immediately. If you are strapped for time, hire a high school student or college student to do data entry for you. Send them a "Nice to Meet You" letter or card and an info pack immediately. You

should develop an information pack that shows why prospects should use you over someone else.

Mail to them every single month. Depending on your business, you should be mailing to your clients and prospects every month to develop repeat business, referrals, and secure your position as the obvious choice.

Put them on calendar to call the following week or whenever you told them you would call. Remember the "fortune is in the follow up". But remember, your goal is to make so many contacts that you don't have to chase individual prospects to survive.

The Secret Weapon!

Once you have identified past referral sources, you now have a profile of potential referral sources. You have a reward system in place. Now it's time to make a visit to their office or store. There is one secret strategy that will do more for your referral relationship program than anything else.

What is this powerful secret? Food. Yes, food. In particular, donuts, chocolates, pizza, lunch, candy, snacks, etc. Food is the international language that everyone understands! Food is the one thing that can gain the attention that you cannot get any other way. The reason is that feeding someone taps deep into the Law of Reciprocity. The Law of Reciprocity says, "if you give me something, I give you something." With food it goes deeper. It penetrates our most primitive make up. If you feed me, I owe you the time of day. If you give me a treat, I owe you at least a couple minutes of time!

Remember the 5 Point Marketing Message from earlier? What a great time to share it - while they are partaking of the delicious brownies or candy you just brought! If you walk in with sales materials, what's their posture? Busy! Too busy to talk. But if you walk in the door with a box of Krispy Kreme donuts, they will listen to every word you have to say! It's amazing and I have seen it work over and over again.

I learned this from my wife. She's in radio sales. I noticed that she would take her clients milk and cookies in the afternoon, bring them lunch, and she even had a company that did custom chocolate bars and she had their logo branded on the chocolate bar. Just about every night she's wrapping gifts for clients and people in her network. All of the closets in our house are jammed with gifts that don't

belong to anyone yet. She buys things as she sees them, then when there's a need, the wrapping begins! I finally "got it" one hot summer morning when she was walking out the door to go to work with a laundry basket full of things for the pool - squirt guns, goggles, and flip-flops. "Where ya goin' with that stuff?" I asked. "Oh, a lot of my clients have kids, so I'm bringing them stuff for the pool." Hmmm... I thought to myself.

I decided to try it out. There was a large potential referral source that I had called on 11 times (yes, *eleven* times). I had nice brochures and a nice introduction, but I didn't have the secret weapon. Every time I went into this place, I got the same response - a stiff arm came up along with "We're real happy with the people we're using right now. Thanks for coming by." But this time I went to the grocery store and bought a little box of chocolates for \$2.99.

I walked in and a lady down the hall noticed me come in. I introduced myself and she responded with the same stiff arm answer. She obviously didn't see the chocolates, so I said "but I brought chocolates" with a little smile on my face. You should have seen her body language change! It went from the Nazi stiff arm to standing in front of me holding the box of chocolates almost close to hear heart. I could almost hear her thinking "Who is this nice man bringing me chocolates!" Within 7 days we began getting referrals from that company. And they became a consistent referral source for us from that point on.

One of my early members increased his business \$30k per month by making Friday "Donut Day". He and his wife loaded up the truck with branded boxes of donuts every week and set out to see as many referral sources and accounts they could. I ran into him at a conference recently and he told me it continued to work so well that he now has other people going out on a regular basis. That is the case with us as well.

A final "food story" that is instructive is about an auto repair shop called Freedom Automotive. My service company has a nice clean fleet of vehicles parked outside. Freedom Automotive obviously noticed the fleet and one morning a box of donuts and a little card from Freedom Automotive showed up at our office. The next week, another box of donuts. After about the fourth or fifth week, my Operations Director is walking down the hall with a fistful of donuts and Freedom's card. He says "we should at least give them a try" (I mean after all, they might stop bringing donuts if we don't, right?).

So, we call Freedom in and they do a presentation. They charge more than the

shop we use. "Yeah, but the shop we use doesn't even say thank you. They don't care about us" we argue to ourselves. In Freedom's presentation, they showed us how following their maintenance plan would actually save us money. Who do you think we use? Freedom Automotive. Now, this took place about 20 years ago and we still use them today. I know what your thinking... "do they still bring donuts?". Yes, they still bring donuts.

Find out what your major accounts and your referral sources like and bring it to them. If they like Dove bars, bring Dove bars. If they like Starbucks chocolate covered Espresso beans, bring those.

We have all of our existing and potential referral sources on a route. Every month we bring cookies, pie, cake or whatever. We have a number of other "food" strategies too. We come in and cook breakfast for referral sources, we hold referral appreciation lunches, and more.

What if your referral sources aren't local? You can ship stuff. There are a variety of gourmet food baskets you can order online. Recently a man who owns a franchise called Candy Bouquet, International became a client of ours and they make custom candy bouquets. I use a program called Send Out Cards (the greatest marketing tool of all time - which I will talk about later). With Send Out Cards, you can send along cookies, brownies, and many other gourmet food items.

Who Likes Money?

Have you noticed that most people like money? Of course as Zig used to say, "money isn't the most important thing in life, but it *is* reasonably close to oxygen!" To maximize your referrals, you should definitely offer a financial reward. You will get more referrals and your advertising dollars will go down. Sure you can get referrals without a reward, but you will get much more if you if you offer a reward. Plus, offering a referral reward gives you something to talk about. If you don't offer a reward of some kind, it makes it harder to ask for referrals without appearing selfish.

A good referral reward program offers anyone who refers a new client to you a reward. You offer either a percentage of the referred client's first order in cash or services or products. Example: Suzy refers Bob and Bob is a new client. Bob spends \$500.00 with you and your referral reward is 10%. You mail a Referral

Reward Certificate to Suzy for \$50.00. She can then redeem that certificate for services or she can cash it in. You want to give them a choice.

Now, Suzy receives this wonderful Referral Reward Certificate and she can decide whether she wants to redeem it, throw it away or give it to someone else. Here's where it gets interesting. The certificate is just like cash and can be given to their favorite charity, a friend or whatever they want to do with it. Suzy doesn't want to take money from you and doesn't need your service or product right now, but she has another friend that does! Suzy refers Cathy. Cathy calls you up or walks in your store and says "Can I use this certificate?" "You bet!" you say. Cathy spends \$500.00 with you and you take \$50.00 off (the value of the certificate). Now her bill is \$450.00. She is a new client referred by Suzy and Suzy will now get another certificate for \$45.00 for referring Cathy. Does Suzy have more friends? You bet she does!

At this point, you are probably thinking "boy, that sounds like a lot of money to give away". Let me ask you this question: Do you know what it cost you to gain a new client? For example, if you invest \$1,000.00 in advertising, would you be happy with a \$4,000.00 initial return? If so, that just cost you *twenty-five percent* to gain that new client.

"But, Howard I already get referrals" you might say. My response is that a. you will get more and b. those people should be rewarded for doing that. Our experience in most small businesses is that less than 50% of the certificates ever get cashed for one reason or another. Also, you want to have an expiration date on the certificate. We use a one-year expiration.

How much should you offer? Determine what your new client acquisition cost is and go from there. We offer 10% in my service company. Anyone who refers a new client gets a referral certificate for 10% of the first job. After that, they are considered a repeat client. Less than half of the certificates are ever redeemed, so I am only spending 5% to gain a new client (that's a 20-1 return by the way). What's more impressive is that the referral rewards we actually pay out are less than 1% of our total revenue.

My coaching company uses what is called an "affiliate program" which is much like a referral program. The difference is that when you have a company that is well known in a certain community or industry, your prospects come to know about you through a variety of channels. Companies that do a lot of direct advertising using multiple channels don't always know exactly what ad triggered

the sale (unless they have trackable phone numbers, promo numbers or likes if it is online). So an affiliate program (especially online) is beneficial. This way, an affiliate (referral source) can have a special code and put someone on our list using a special link. When their referral buys a product or attends a workshop, the affiliate gets 50%. When that person joins our coaching program, they get a flat \$300.00.

So you can offer a percentage or a flat fee, but you must make sure it is attractive enough for people to take the extra step to refer you. Is everyone motivated by money? No. Can everyone accept a reward? No. Some industries have rules against referral rewards or commissions. Therefore, we put on our certificate "if you have a conflict of interest or cannot accept this reward, please pass on to your client or someone else".

Simply put, here's how our referral reward program works. We promote it on everything we print, everywhere we go, anything we do by saying "Get Free CASH or FREE <Your Service or Product Goes Here> with Our Referral Reward Program!"^{TM*}. Every time a new customer buys from us, we have a system of recording how they were referred (online and offline). They are tagged as being referred by that person. Then we have a process of sending referral certificates or affiliate funds to that person. It's as simple as that. *If you are not one of our coaching clients yet, please change this significantly to protect the interest of our members. Thank you for your integrity.

I'm sure you have more questions about a referral reward program, but my challenge is that I don't have enough space and time in this book to teach you the "ins and outs" of a proper referral program. Also, getting the details right will be the difference of it working or not, so scan the QR code below or click the link to see how you can get our training program on how to create your own referral reward program for your business.

One final note: If you offer a referral reward, be sure to honor it and pay it promptly! The worst thing you can do is promote it and fail to come through.

Advanced Referral Marketing Strategies

Once you build a solid relationship with a referral source and you are giving them the top three things they cherish (support, food and money!), you can take it to the next level with these "advanced" strategies:

Cook Breakfast or Lunch: We have a kit where we go in and cook bacon and eggs, fajitas, etc. for our referral sources.

The Free Lunch Program: Hold a Referral Appreciation Luncheon at a top restaurant. Invite past, existing and potential referral sources to "thank" them for their support. We give out prizes, do a short talk and even get video testimonials.

Group Marketing: The power of event marketing is that you are getting groups of referral sources together which saves you a TON of time and also positions you as the expert. Events create memorable experiences as well. Set up a Q&A or an educational talk for your referral sources, hold educational events (even get them approved for continuing education credits) or webinars. This positions you as the expert. Even if you bring in a speaker, you are the one that is making the experience available.

Golf Tournaments and Charity Events: Get involved in events that your referral sources are involved in. Serve and support them and hopefully get the microphone!

Joint Mailers: Your referral sources send your phenomenal information to their clients to add value to them. This generates even more referrals as you are targeting a niche audience that has a relationship with the referral source.

As you can see, there are many referral-marketing strategies you can use. And my experience is that referral marketing is the key to creating record sales and profits serving the niche clients you want to serve.

The Biggest Marketing Mistake of ALL!
How to Double Your Business in the Next 12 Months
(without adding a single customer!)

Does your business rely on repeat business? Is your primary referral source your past or existing customers? If so, you are probably committing the biggest marketing mistake of all (other than doing nothing)...

The biggest marketing mistake of all is not marketing to your past customers. Statistics reveal that it costs 500% more to gain a new client than to keep an existing one. Did you also know that without consistent marketing, many of your clients would forget about you and eventually end up using someone else? It's a hard fact to swallow, but it's true.

A few years ago, I participated in a home show with some service industry associates. After surveying a good portion of the attending homeowners, we discovered that they could not remember the name of the service company they had recently used – even though they were thrilled with the work – and when the service had been just two weeks prior! The company did a good job, but will never be in that home again unless they correct this big mistake.

A multi-industry study by The Wharton School of Business, University of Pennsylvania revealed that companies who increased their customer retention rate by a mere 5 to 11 percentage points actually increased their profits by an astounding 25 to 75 percent, depending on the industry!

It is my belief (and experience) that you can double your business in the next 12 months without actually adding a single customer. In 1999 I proved the theory in my service company by simply increasing my mailing frequency from quarterly to monthly. 8 additional months of mailing to past clients over a one-year period cost about \$16,000.00 in printing and postage, but the return was over \$200,000.00 in trackable additional business!

Are you tracking your repeat business? Are you tracking your referrals? Are you tracking the returns on your advertising dollars? If you aren't, I can guarantee you are leaving money on the table.

A Sad Story...

My wife and I frequented one of the finest restaurants in the Houston area. I worked there when I started my first business. We were engaged there, and celebrated many anniversaries there. The owners of the restaurant died and two sisters that worked there took over the restaurant. They weren't very good marketers and business became very slow. Every time we saw them they complained about how bad business was. My wife and I made suggestions, but it didn't seem like they were very interested in the suggestions.

We knew they weren't doing many of the basic things they should be doing to get business. One night as we were talking with one of the ladies, she was labeling post cards. Real nice post cards. I remembered them from when I worked there. Gesturing toward the post card, I asked, "How well do those post cards pull?" "Oh, phenomenal!" She said. "Every time we send them out we get tons of business. People come in and buy dinner and wine and sometimes they even bring friends

with them". This is the first positive thing I have heard her say in 3 years! Then I asked

"How often do you send them out?". "About once a year." She replied.

I was shocked! Why do you think she didn't send them out more often? "Because it cost so much". She said. After being one of the top restaurants in Houston, Texas for over 25 years, that restaurant closed its doors. Out of business. Why? A lack of marketing sense. Sad.

Most small business owners don't understand the value of marketing to past clients. All they see is the cost. Then they want to go cheap and just mail to them or reach them by social media. Big mistake! A printed newsletter, post card or greeting card has much more staying power than an e-mail that can easily be overlooked or deleted. Just yesterday I had one of my coaching clients tell me that sometimes my e-mails to her don't get read, but when I send a newsletter it gets set on the corner of the desk until it gets read!

To further irritate the problem, most small business owners don't know how to track their repeat business. Tracking repeat business is completely different than tracking returns on paid advertising. With paid advertising, you invest a dollar and you track how many dollars you got back in new business. Many times when you market to your past clients, they may not respond to the offer, but they do remember you when they need you. Let me give you an example...

I was talking to a coaching client about this and he said "my client base marketing isn't working". "Okay, tell me what you are doing" I probed. He told me that he was sending post cards with an offer but no one was calling. "No one?" I asked. "Nobody" he confirmed. "So, you're telling me that you didn't have one single repeat client over the last three months. "Well of course I have!" He retorted. "Then why would you say your client mailers aren't working?"

I went on to explain that the way you measure the effectiveness of your client base marketing system is by tracking the TOTAL repeat customer dollars compared to the same period last year. Your goal is for that number to keep growing. It's the difference between a savings account with interest and day trading stocks. A savings account grows over time and collects interest. Your total balance continues to grow. Direct Advertising is more like Day Trading. You make an investment and get an immediate return on it. It's more like an I.V. drip than a one-shot deal. Sure, you can have strong offers, but be careful to protect the permission you have so you can build a long-term relationship for long term results as well.

When marketing to your client base (mailing, calling, e-mailing) another hidden question to consider is "how much are you LOSING by not staying in touch?" This is a hidden cost factor that is often overlooked.

Before even asking what the returns will be, consider what you are losing. You are losing valuable clients every day by not at least staying in touch. But for the sake of argument, let's say that you have 1000 clients and it cost you \$750.00 per month to mail to them. That would be \$9,000.00 per year. If you could add \$80,000.00 in revenue, don't you think it would be worth it? Even if it only increased your business by \$36,000.00 it would be worth it. Plus, repeat clients are easier to service, they already know your prices, and you don't have to "sell" them. My experience has been that the long term results will be more significant than that.

5 Steps to Double Your Business Without Adding a Single Customer

1. **Get a higher price.** One of the reasons to constantly be in front of your past and existing clients (other than the fact that your competitor is marketing to them), is to reinforce your brand message which positions you at a higher value. Translation: Higher price. Constantly remind them of the reasons to always use you and build the unique experience around your company.
2. **T.O.M.A. (Top Of Mind Awareness)** Just because you did a great job doesn't mean your customers will remember you. I had six thousand dollars worth of plumbing done in my commercial building. I completely forgot about the plumber that services my home. Why? Because he doesn't have a system to stay in touch. Do you? How many of your customers are gone because of it?
3. **Sell more products and services.** You probably have a variety of products and services in addition to your "main" product or service. Marketing to your past clients can dramatically increase your income and profit margin!
4. **Increase frequency of use.** Getting your clients to purchase more often is another powerful thing that can add lots of dollars to your business.
5. **Referrals!** If your client has trouble remembering your name, much less all the wonderful things that set you apart, what are the chances they are going to be good referral source? NOT! A strong client based marketing program

can dramatically increase your referrals, especially if you have a Referral Reward Program.

The Most Phenomenal Marketing Tool of ALL TIME!

Many of the country's top business trainers and marketers have recognized me as being a phenomenal marketer, so when I call something the most phenomenal marketing tool of "all time", that's a BIG statement! This is a tool that I have been using for over 5 years at this writing. It's a tool that ANY small business owner or professional can use. And it's also a way that anyone can make money.

Now, before I reveal what this amazing tool is, let's remind ourselves that all of business is about relationships and building your network of relationships is the most important business skill you can have. Building those relationships and staying in touch with your past clients are the two most important marketing activities you can be implementing.

Having said that, would you agree that one of the most meaningful tools you could use would be a heartfelt, personalized greeting card? This is probably one of the most valuable ways you can communicate to someone. Much better than e-mail and way better than a promotional advertising piece.

But here's the problem...

To consistently write out a personal greeting card to everyone in your network and on your client base is nearly impossible. But, what if there was a way to send meaningful greeting cards that not only touch the heart, but also position you as the consultant and remind your contacts to support you?

What if the business cards that you collected at a networking group weren't rotting away in a desk drawer, but were actually put into a system that was creating powerful relationships that can add great value to your life and career?

Solve those problems with the Most Phenomenal Marketing Tool of ALL Time! What is that tool? It's called Send Out Cards. Send Out Cards is a greeting card company where you can choose from thousands of greeting cards and they will MAIL the card for you in a white envelope that looks handwritten.

Why do I call this the greatest marketing tool of *all* time? You'll see...

Not only can you just jump on the website and send a card (through the MAIL - it's NOT an e-card). And not only does it look personal and handwritten like an invitation, with a real stamp (incidentally, the reason that is important is people ALWAYS open personal greeting cards or invitations)...

You can even use your own handwriting and signature! You fill out a little form and send it to them and they load your handwriting and signatures (you have several - perhaps one from you and your spouse or business partner). Now, if your handwriting is as bad as mine, you might want to skip that option, but it gets better...

You can insert any picture on your computer right into the card. Not only that, you can create your own card quickly and easily with any picture on your computer. And remember, Send Out Cards sends that card through the mail in an envelope for as low as 93 cents plus postage at the time of this writing. Send a card without a picture for as low as 62 cents plus postage.

Here are a few examples of how powerful this can be. Let's say you have a meeting with someone or you meet someone at a networking group. You take a picture with them. Simply upload that picture and send them a card. Easy as that. I have a standard "Nice To Meet You" Card Template in Send Out Cards. Where can you get a full color, custom piece in an envelope that you can have designed and mailed today for less than a dollar?

When you collect business cards at a networking group, just have an assistant, a high school or college student (or even one of your children) enter the business card into the program and launch your "Nice To Meet You" card template that you've already designed.

Now, here's the interesting part, where it gets even better...

Not only can you create a card with any picture on your computer, you can send that same card to a whole group of people on your database. Each card is personalized to each person! How cool is that? Here are a few examples. Let's say you have a small database of clients. Simply create a card, and send it to the entire list. Your holiday and seasonal cards just became a BREEZE! Let's say you belong to a networking group that has 35 members. You take a picture at the meeting and send it out to the entire group.

It gets even better....

Phenomenal Relationship Marketing means remembering birthdays and anniversaries. Send Out Cards has an automatic reminder system for that.

Gets even better...

Along with the card, you can send chocolates, brownies, cookies, gift cards (like American Express, Starbucks, Home Depot), books, CDs and many other gifts.

Gets even better!

You can create automatic multi-card campaigns. Earlier in the book I shared the importance of educating a client and staying in touch with them. A very important process is to "teach" a new customer how to be a great client and how to refer you properly. So you have a series of cards that starts with a thank you card. Next is a card that focuses on the referral program. Next a card that features one of your services, and so on.

Once you activate the multi-card campaign for a contact, Send Out Cards will automatically remember to send the card on a certain interval. If you think about it long enough you could activate a yearlong "Why I Like You" Card campaign! Reason #1... Reason #2....

Here's the BEST part of Send Out Cards...

The very best part is that YOU can make MONEY with Send Out Cards. Send Out Cards is a direct sales company, so you have to have a sponsor to even use Send Out Cards. Contact whoever gave you this book to get their sponsor ID.

When you become a distributor for Send Out Cards, and refer it to others, you make money. In fact, Send Out Cards can be an entire business income stream for you all by itself. In 2009, I personally sponsored more people in Send Out Cards than over 25,000 distributors. I sold more distributorships than anyone else and I made a LOT of money! I still get checks every single month from Send Out Cards.

I didn't make as much money as others in Send Out Cards because I didn't build a team underneath me, but you can do that if you want. The bottom line is that Send Out Cards is a powerful, phenomenal, potent, easy to use tool that you must have in your toolbox for phenomenal marketing. I still use it all the time.

The Phenomenal "PLV" of a Client

In *The Facts of Business Life*, my friend Bill McBean says a business owner's first responsibility is to protect its assets. Not just the assets on the balance sheet, but your database as well. My good friend and marketing master David Frey says "the money is in the list!" Not just the number of people on the list, but the quality of the list. The value of your list.

Have you ever thought about the value of your list? Have you ever thought about the *potential lifetime value* (PLV) of a single client? This exercise will astound you and from this moment on you will have a greater appreciation for your clients. Far too often a customer's value is judged by a single transaction. They bought a low priced product or did a minimum job. It's about the long term value of that client and their referrals.

Many years ago when I was first starting out, I quoted a very low minimum price for a lady over the phone. When I arrived, I realized I had totally underpriced myself for the project. Instead of making excuses, I smiled and went to work. After all, it wasn't her fault that I didn't have a good pricing system! Turns out she was the facilities manager for the largest branch banking system in Texas at the time which became my biggest account the next day. I made a LOT of money from that bank for many years. Had I made excuses and judged her based on how much money she spent with me on that first project, I would have missed out on a lot of value.

Take a moment to jot down the average amount a single client invests with you each year. Now multiply that by 20 years. Example: Let's say a single client invests \$2,000.00 per year with you. Twenty years x \$2,000.00 = \$40,000.00. Now, multiply that number by the number of referrals you could potentially get. Let's say it's just 2 per year. That's an additional \$80,000.00 in potential lifetime value, giving you a total potential lifetime value of \$120k!

This is how you should be looking at the economic value of a client (while also remembering that they are human beings that should be respected). Are you planning on being around for 20 years? I just celebrated my 28th anniversary as a business owner. Protect your assets. The most valuable asset is your client list. When you sell your business, the predictable income is probably going to be the biggest factor. And by the way, if you teach your team to value customers at this level, will it make a difference in how they see them? You bet it will.

Phenomenal Direct Advertising

Direct Advertising is when you place an advertisement to reach your end user client. Phenomenal Direct Advertising is when you generate your perfect niche prospect. A Phenomenal Direct Advertising System duplicates results consistently.

Although direct advertising can bring you phenomenal results in some industries if it is done right, it is not a place to "wing it". Direct advertising usually isn't cheap, and I've seen too many business owners literally go broke paying for ads that never had so much as a prayer to be successful.

1. What results are you looking for?

Anytime you are doing paid advertising, be sure to understand what ROI you are looking for. In other words, when you advertise \$1.00, how many do you need to get in return? Many times you won't know this until testing the ad, which is the reason I do mostly relationship marketing. Direct Advertising can be costly. On the other hand, we have done paid advertising for my companies that have generated huge returns.

2. Who are you advertising to?

The first thing to think about when advertising is who your audience is. At any given time, you may be placing advertising to reach:

A Suspect (someone who fits the demographic of your perfect niche market).

A Prospect (someone who has already expressed interest, but has not become a customer yet).

A Customer or Client. (someone who has purchased before). In this case you are wanting to generate repeat business, sell additional products and services, or to compel them to move to a higher level membership, or something of that nature.

Each of these audiences requires a different approach because your permission level is different.

3. What do you want them to DO? When you are placing an ad, or presenting a message to an audience, think about what action you want them to take as a result of the message. Start with the end in mind. Do you want them to call you? Do you

want them to opt-in for something? If you are speaking to a group, do you want them to come up to you afterwards? Do you want them to fill out a form? Do you want them to buy something? If so, what?

This is called your CALL TO ACTION. We'll talk about that in a moment.

4. What message do you want to deliver? What message is going to get them to take the action you want them to take?

How to Create a Phenomenal Marketing Message

There are plenty of books and resources on writing copy, so I won't attempt to teach you everything you know. Plus, one book won't do the job. The good news is you don't have to be an expert copywriter to be successful in marketing your business, but understanding how to structure a message will help you in all areas of your marketing, whether it is addressing a group of referral sources or creating a brochure. But it is vital to the success of any direct advertising you do.

3 Vital Components of Creating a Phenomenal Marketing Message

1. A Phenomenal Headline

Your headline is the main heading in a print ad, or the first words spoken in an audio message. It has been said that the headline constitutes 80% of your ad's effectiveness. After all, if it doesn't even get noticed, what's it really worth?

Here are some tips to create a better headline:

- Should draw your reader in. The headline should get their attention so they will be intrigued to read more. Some have called the headline "the ad for the ad".
- Says as much as possible – In other words, the headline should give as much information about the following message as possible. Obviously, you are limited, but keep crafting the headline until it says the precise thing that you would want the reader to know if that's *all* you could tell them. Long headlines, subheads, and text on top of the headline are all good ways to accomplish this.

- Use benefits – Your reader is interested in what you can do for *them*. What is the benefit to *them*. What does the service *do* rather than what it is. Put benefits in your headline.
- Get emotional – Use emotionally charged words rather than technical or feature based words. See the list of the 13 most powerful words in advertising below.
- Targeted to only your audience – The more you can pre-qualify your prospects in advertising, the fewer unqualified calls you will generate. Use copy that will appeal to your target market only.
- Don't use tired clichés – Don't use worn out, meaningless phrases. Cliché's don't work, and they don't really mean anything significant.

HEADLINE SAMPLES...

“Avoid Uneducated, Uninformed, and Sometimes Downright Unscrupulous Plumbers!”

“Avoid Uneducated, Uninformed, and Sometimes Downright Unscrupulous Air Conditioning Companies!”
“Instead, get the Most Outstanding Service Experience Ever!”

Avoid Uneducated, Uninformed, and Sometimes Downright Unscrupulous Landscaping Companies!

HOW TO SELECT A PROFESSIONAL LANDSCAPING COMPANY

Don't choose a Realtor until you read this important information...

5 Reasons You'll Love Our Service

7 Reasons to Call (Company Name) Before Calling Any Other Company

3 Reasons...

5 Reasons...

7 Reasons...

10 Reasons...

5 Ways to...

How to Protect Yourself Against...

Top 10 Reasons to... <do whatever you do> Now!

2. Phenomenal Body Copy

Your body copy is the core message that makes the case you want to make. Here are some principles for creating this part of your message.

- Engage the Audience - Remembering who you are speaking to (suspect, prospect, or customer/client), make your content relevant and specific to them. If in a live audience get them to answer questions raise their hand, stand up, or something that engages them. In an ad, use personal, every day conversation. Possibly the most powerful word you can use in advertising is "you". And if you can merge their actual name, it's even better! This is why you see marketers use your name in the subject line of an e-mail.
- Get Emotional – Customers *always* buy on emotion. They justify with logic. Emotion motivates, not information. Their response is based on how they *feel*. Charge the copy with emotion, not just dry information. See the 13 Most Powerful Words in Advertising below.
- Benefits – Be sure to communicate in terms of what your product or service *does* for them, not just what it is. What are the benefits to them?
- Lots of Copy is Okay – You may have learned or assumed that it is not good to put too much information in an ad In advertising, the more you tell, the more you sell (it's just the opposite in sales). Those who are interested in what you are offering want more information. And

you don't want to leave something out that may motivate them to act. Remember, we aren't talking about face to face here. When face to face, you want to limit the amount of information you give and ask more questions.

- Build the Experience – Much of the copywriting that you may do will be for newsletters, articles, and things of that nature. You have the opportunity to build on your UEP™ (Unique Experience Proposition).
- Use Testimonials and Endorsements - Real words from real clients and endorsements from highly influential people is some of the best copy you can use. I work with the Zig Ziglar Corporation, which is the most trusted name in the training industry. I have a video with Dr. John C. Maxwell, the world's # leadership expert. These are both examples that build credibility.
- Use the 13 Most Powerful Words in Advertising – The following words are said to be the most powerful words in advertising. It's easy to see why.
 1. Discover (This word is experiential in nature)
 2. Easy (Everyone wants easy today)
 3. Guarantee (No one wants to be stuck with something they're unhappy with)
 4. Health (Everyone wants to be healthy. Use this if it applies to your business)
 5. Love (There's an emotional word for you)
 6. Money (This is important to everyone).
 7. New (You see this one used by Madison Avenue constantly!)
 8. Proven (This word demonstrates they aren't going to be the Guinea Pig!)
 9. Results (This creates social proof which is very important)
 10. Safety (What's the opposite of safe? Danger!)
 11. Save (Everyone is interested in saving time, money or energy)
 12. You (This is the most powerful word in advertising according to my good friend and marketing consultant David Frey)
 13. FREE (People say there's no free lunch, but watch them line up for free stuff!)
- Create a Sense of Urgency – In order to motivate your audience to action, you must create a sense of urgency. This may be using an

expiration date for an offer, a limited supply, or simply the loss factor that occurs by not taking action. For example, if you want to start saving money now, get this product before the offer expires on..." In this simple example, the benefit is saving money (and depending on how much you can share, you want to go deeper with the benefits of saving money). The sense of urgency comes in when you realize you are paying too much now. When? Now. And of course you must act before the expiration date. There are many ways to create a sense of urgency. I recommend that you understand how to do that in your message.

3. A Phenomenal Call to Action. Many sales messages and presentations fall short because there is no call to action. What do you want them to do? Call a phone number? Fill out a form? Make a specific change in their life? Make sure you tell them exactly what to do and how to do it. Example: Go to this website right now and get your Free CD!

Phenomenal Internet Marketing

In the small business world, some small business owners are in the dark ages and aren't up to speed on what's happening online. At the same time, some of the younger business owners seem to think that everything should be digital. They dismiss anything offline as old school, slow and ineffective. The truth is in the middle (as usual). How *you* use the Internet to market your business really depends on your business and your target mark, but here are 7 minimum steps to follow.

1. Have at least one website. Your main site is your "branding" site. In other words, this tells your story. Remember a brand is nothing more than what people say when you are not around. Guess who manages that? You do! Your brand has to come through loud and clear on your site. The first thing people do today when they learn about you is go to your site.

Will they fall in love? Will they run? There is no telling how much damage is being done to small businesses by horrible websites. If a customer comes to your site and finds something old and tired, guess how they think about your business. You may not need the flashiest site around, but your image does need to be positive. Since you want to have fresh content, you may consider having a platform where you are someone else can post regular updates or have a social media plug in.

2. Have an opt-in. A HUGE mistake I see many small business owners make is not having an opt-in on their site. An opt-in is a way for prospects to give you their e-mail address so you can communicate with them. You want to offer something free that will benefit them (see The Free Trial Offer for examples). Don't ask for more than the first name and e-mail address at first, because many who visit your site may not be ready to give you a lot of information yet. So, just a contact page isn't good enough. You are asking for too much information without any return for them.

Have a compelling opt-in that offers a solution to your target market's biggest problem. "Sign Up for Our Free Newsletter" isn't compelling enough unless you tell them what the benefit of getting the newsletter is. On my main site, I offer free business building tips by e-mail, free videos and webinars. I only ask for the first name and e-mail address. But once you click submit, you are taken to a page that offers something more valuable. At the time of this writing I offered a Free CD that would be mailed. The audio program revealed the "5 Secrets of a Phenomenal Business". If your business isn't very phenomenal and you want it to be, then you'll order that! And we did get many opt-ins for the free cd program. There are many things you can offer, but the key is to get something prominently posted on your site.

To take that up a notch, have an auto responder (an automatic system that automatically sends an e-mail response to each opt-in immediately). You can customize this to say whatever you want it to say. And if you want to take it into the stratosphere to "planet phenomenal" you create a series of responses over time that brings them step-by-step to the sale, or takes them through a learning path. By the way, this can be done for every product or service that you provide at every level. It can be as sophisticated as you want. I won't recommend programs here because by the time you read this, it could be outdated, but there is no shortage of programs to choose from. This brings me to the next part of your Phenomenal Internet Marketing System:

3. Have an regular outgoing e-mail newsletter. An e-mail newsletter that adds value to your prospects and clients is a powerful tool. As you give them solutions to their problems and offer solutions that your competitors aren't even talking about, you position yourself as the "go to" person in your industry.

4. Have a strong social media presence. At this point, in most cases, it's not whether you should use social media or not, it's which one(s) and how to use them effectively. The way I see social media is like a worldwide networking group that's

happening 24/7. Remember that all of business is about relationships and using social media can help you build and deepen relationships.

Ironically, as I was writing this piece, I was on the Sunshine Coast of Australia, overlooking the ocean from my balcony and I had my Facebook page open. I was communicating with people all over the world, and a business associate noticed I was there and contacted me for lunch. 3 hours later we were having lunch and set up a business deal. Remember that networking and engaging people on social media doesn't mean you are just going after business deals. You are building relationships that may become business deals.

Use the Social Media platforms that your clients are using. Instead of picking the one you like, find out where they are and plug in. Social media doesn't need to own your life either. Once you get familiar with posting, simply make a post once or twice a day (depending on your business and the platform). Always respond to comments, acknowledge re-tweets, etc. The key is engagement. Don't over promote. Remember it's about building relationships.

5. Understand SEO. Search Engine Optimization is optimizing your site so that search engines rank it as a superior site for keywords and terms. Most small businesses want to be #1 on Google and most marketers and business consultants will tell you that's where you want to be. I'm going to be a little controversial here and say it may not be the most important thing in the world, and it is NOT required to be successful in business.

If you are putting all your effort into SEO and not marketing to your past clients, in most businesses, I would say you have your priorities mixed up. Think and strategize before putting time and energy into SEO that you could be putting into building powerful referral sources. And by all means do NOT respond to the SPAMMERS and telemarketers trying to sell you SEO services. Get a referral. And don't do it yourself if it is going to take you away from more important things.

6. Understand paid online advertising. When it comes to Google Adwords, banner ads and such, follow the guidelines in Phenomenal Direct Advertising and make sure you understand what your plan is! Do NOT get into the world of paid advertising without studying and understanding it. That's kind of like showing up to a gunfight with a pocketknife!

7. Use a branded e-mail address. When you are communicating with people, use an e-mail address that has your branding domain in it. Example:

howard@howardpartridge.com Using a gmail, aol, or yahoo e-mail to communicate with business associates devalues your brand. Having your website address present encourages people to visit your site. Also, have at least your contact info in your e-mail signature (address, phone, website, etc.) and maybe even an opt-in.

Phenomenal Direct Sales

Finally, there's the age-old idea of actually making a sales call! Part marketing and part sales, Direct Selling is when you market directly to a prospect in person. Don't discount this process! When you think of Network Marketing (also known as Multi-Level Marketing), this is really Direct Selling.

The fact that you are taking the time to speak to ONE person is not the issue, it's what can happen as a result. In the case of Network Marketing for example, this person could build a huge team for you in the future. Perhaps it's a person who can become a monthly recurring client for you. My wife is in radio advertising sales. Outside of calling on ad agencies that she is assigned to, she has to actually CALL on someone! Imagine that!

If landing a client is worth the time investment of calling on someone in person, by all means do it. But do it well. And please consider the options I have shared with you so far before investing too much time in this process unless you have already developed a phenomenal system for it. In other words, you could invest the same amount of time with a referral source that can send you as many end user clients as you want as it takes to land one end user client. Also, make sure you have done your client base marketing before investing too much time developing this process.

Many companies have direct sales people and do very well with this. Others, not so good. I get sick thinking about all the time that is wasted by inept sales people. People walk in our office every day selling insurance or business products of some kind. The entertainment begins as we watch them drive up. The other day, the first thing one of them did was open his car door and spit a big hocker right on the parking lot! What a great first impression! He walks in the door and asks "*is the owner in?*" How lame!

This pitiful scenario repeats itself over and over every day. These poor guys obviously haven't been trained well (or at all). Most of them end up quitting, I'm sure. If they are successful, it's completely by luck. I don't know about you, but I don't want my success to be by accident! Many small businesses don't realize that

they are failing because of a flawed system. Any strategy that has a chance of working has to be implemented properly. If an account is worth calling on, they are worth investing in.

So, here's what you do...

Walk in with the Secret Weapon (chocolates, doughnuts, candy, or whatever). If you are calling on a lot of people that may or may not be a prospect and you can't afford to invest five bucks a call, then use this inexpensive technique: Get some clear cellophane baggies with a ribbon from a package supplier. Put 4 or 5 pieces of regular old candy inside and attach a business card.

Walk in and give it to the rejectionist (I mean receptionist!) and say "Hi, I'm <your name>, and I brought you some chocolates." She blushes and you say "What is your name?" She responds as she tries to gain her composure. "Well Betty, our company is the most respected, experienced <whatever you do> in the area and I just wanted to drop by and give you all a free gift <your free trial offer>. Who would I need to talk to about that?"

How hard is that? The candy gets you the permission you need to intrigue them with your Free Trial Offer. That gives you the permission to share your UEP™, and if they take the free trial offer, you get a presentation! If your presentation is any good and they are truly a prospect, not a suspect, now your dealing with time invested compared to closing rates. To be effective in direct selling, you first have to give them a compelling reason to meet with you.

You focus on becoming an asset to them and building a relationship. If you get an appointment, do your Sales Presentation (next chapter). If you don't, get the decision maker's card and put them on a follow up system in Send Out Cards and develop a follow up system.

The 5 M's of a Phenomenal Marketing Plan

Now that you have an idea of the kinds of systems and strategies that are required for a relationship based marketing system that can create record sales and profits for your business, you need a focused plan. Remember G.P.S.? Well, you can

apply GPS to marketing as well. Your Sales Goal, your Marketing Plan and your Marketing Systems.

An easy way to think about your marketing planning is to use the 6 M's of Marketing. The five M's are...

- 1. Money** - What is your Sales Goal and how much are you going to invest in marketing?
- 2. Mission** - What are you actually delivering?
- 3. Market** - Who wants what you are delivering?
- 4. Message** - What is the message that will resonate with your market?
- 5. Methods** - What systems and strategies will you implement to accomplish the goal?

The First M: Your Phenomenal Money

The first thing you want to have in your plan is a goal. For now we will focus only on the sales and profit goals. Sure, you could have some other objectives such as market share, creating new products, etc., but this simple plan is about taking action, not having a robust, strategic marketing plan that you would take to a bank for funding. This is a bare bones guide that small business owners can easily remember and follow.

Determine what your sales goal is for the next 12 months. If you have history, go back to see how much you did last year. Are you on a growth path? Are sales declining? What significant changes are taking place that can change those numbers. Once you have your annual sales goal, break it down by the month, by the week, and by the day and by the hour. My brother owns a McDonald's and his profit is determined by how the staff cost is managed by the hour. If you don't have daily or hourly transactions, then break your sales goal down by the smallest measurable increment possible. If you do a few large projects per year, then determine how many projects you are going to do and what the average project amount will be. If you sell products, how many products will be sold at what average price point.

You will also want to break down your sales goal by profit center (or service category) and even by how much you will do in repeat business, referral business and direct sales and advertising. You will learn about this in Phenomenal Administration Systems.

To get to your sales goal, you will need to know what your **profit** goal is. It all starts with your net profit because that is what funds your life goal. Remember the one and ONLY reason your business exists is to be a vehicle to help you achieve your life goals. If the financial spoke on the Wheel of Life is suffering, then everything else in your life will suffer. A business without a profit is just a hobby! I don't know about you, but being broke and in debt isn't any fun. To top it off, working 24/7 to be broke in debt is even worse! If you're going to be broke, you might as well stay home. At least you could enjoy yourself while you are going broke!

The wonderful thing about being a business owner is that you can plan what you want your profit to be. Of course, none of us know what challenges life can bring us, but we would also be fools to build something without a plan. So, we plan and we work the plan the best that we possibly can. The amazing thing is that when you plan and stay focused, many times it works!

So, determine what you want your profit to be. Then you will have to determine your cost of doing business (See Phenomenal Administration Systems). Also determine how much you are willing to *invest* in marketing. This should be in your 12 Month Cash Flow Budget. Decide in *advance* what you are going to invest. This will keep you from becoming a victim of the advertising wolves in sheep's clothing. They have an irresistible offer that you are absolutely convinced will work (although it hasn't been tested).

Meanwhile, you aren't doing the proven things that are outlined in this book. A marketing investment amount that includes exactly how much you will invest in each system, strategy and ad will keep you focused rather than reacting to circumstances. Far too often marketing is done in purely an opportunistic manner rather than a focused plan.

Another thing I have learned from the countless surveys we have taken from small business owners we coach is that there isn't nearly enough invested in marketing. When you see the puny line item called marketing on an income statement, there's no wonder there isn't any business!

You have to plant a seed to get a crop! As the late Jim Rohn says, "you can't say to a field, give me a crop and then I'll plant a seed. You can't say to a fireplace, give me heat and then I'll give you some wood!". It's ridiculous, yet that's what I see every day. Decide in advance what you are going to invest in marketing. Commit to that investment. Don't make the investment based on whether you

have "extra" money or not. Put it in the budget. Make the investment! I know that planning and budgeting doesn't sound like much fun, but it can make you wildly wealthy which means you can go have all kinds of fun!

How much you invest in marketing? Whatever it's going to take to get the profit number you need. You may need to do some research on this, but once you line out the things you are going to implement that you determine will get you there, figure out how much those items will cost. To get this exactly right, you will have to go back and forth on your 12 Month Cash Flow Budget.

The Second M: Your Phenomenal Mission

In Chapter 2, I shared the importance of your mission. When it comes to marketing, you want to keep in mind what you are actually delivering. If you have not determined what your mission is, you should come to terms with that before planning your marketing. The reason is that it will determine who your target market is and what your marketing messages will look like.

And keep in mind that if you aren't passionate about the mission you are on, you won't promote it well and you won't lead others to carry it out either. Review what I shared about your mission in Chapter 2.

The Third M: Your Phenomenal Market

Have you determined who your prime target market is? Everyone is not your customer. If you try to be everything to everyone, you won't be anything to anyone. Not anything significant anyway. You must understand your target market. The more you know about them, the more successful you can be in marketing to them.

Who can benefit from the mission you are delivering? For example, my target market is small business owners who are doing over \$100k and less than \$5 million per year. They have been in business for over 3 years and they feel like a slave to their business. They are ready for a solution and probably seeking that solution. They are people who are interested in growing or getting unstuck and they are teachable.

Of course many other people can benefit from my work. My inspirational teachings have impacted the youth of some of my clients which thrills me, and some new businesses have enough foresight to realize they need to build it right

now instead of later. Network marketers who understand that they have a real business can also benefit. Large corporations can totally utilize our marketing, sales and leadership systems and have a huge impact, but we don't intentionally target these groups because our focus would be diluted. It's okay with me if people outside of my core niche want to learn from me, so if you fit one of the other categories, come on in! We can help you! My systems can help any type of business, practice and even non-profit organizations. But when I market, I am thinking about the small business owner that feels like a slave to their business.

So, you want to start by going deep in a niche. You want to become a BIG FISH in a small pond rather than a minnow in a huge ocean. When you are the bomb to that niche, you can have all the business you want and you can literally have people standing in line to pay you the highest prices for what you do. I know because I've done it more than once.

So, who is the niche market that desperately needs what you have? "Mercedes Clients"

My friend and small business consultant Ellen Rohr says, "picture your favorite customer - you know the one that pays your price (and pays on time!). The one that you love working with." That is your perfect niche client. Do you have a picture in mind? What are their frustrations? What is the competition doing to frustrate them? I think about Southwest Airlines taking advantage of the ridiculous baggage fees that some airlines are charging. Southwest started advertising Free Checked Baggage!

What is their lifestyle? Where do they associate? Where do they live? How much money do they make? How old are they? How long have they been in business? Multiple locations or single location? Retail or wholesale? Do you see how we could fill an entire book just with questions on how to know your niche market? One of the most important questions is how they buy. This will be vital when you get into "Methods" in a moment.

The 4th M: Your Phenomenal Message

Once you determine how much Money your business needs to produce, what your Mission is, and who your target Market is, you now want to craft a Message that resonates with them. Go back to the 5 Point UEP™ (Unique Experience

Proposition™). This will become the core of your message. You should be able to expand and contract this message based on the situation and the Method of marketing you are using.

For example, let's say you literally have 8 seconds. My friend Ellen Rohr is a consultant in the plumbing industry. She teaches service companies to say something like "You know how some plumbers come out in dirty blue-jeans and an AC/DC shirt? Our guys show up clean and sober and give you a free estimate. If you like what they have to say, we do the work. If not, you send us packing."

If you are at a networking group that gives you 60 seconds, you can use the full 5 Point UEP™.

If you are writing an ad, or you are doing a sales presentation, you'll need to expand the 5 points. It is also vital to understand how to write marketing copy.

The Fifth M: Your Phenomenal Methods

The final M in your plan is your phenomenal **Methods**. What methods of marketing will you use to reach your phenomenal target market? You can have plenty of money to invest, a powerful, passionate meaningful mission, a clearly defined target market, and a compelling message that sells like crazy, but if your perfect prospect never sees it, what's it worth?

What methods will best deliver the message they need? In order to determine this, we must ask ourselves a few questions. How does your prime target market buy services? Online? Offline? Through ads, direct mail, radio, tv, newspaper? Do they read trade magazines? Are there online forums where they hang out? Do they primarily buy through referrals? If so, who do they trust? Who has a relationship with them?

I have seen too many small business owners with a great product or service and they struggle because they have the right message for the right market in all the wrong media. So, understanding how your perfect target market buys is vital.

I hope this chapter has given you lots of ideas on what methods to use. In most small businesses, the simplest, most effective way is to use my referral marketing system of identifying potential referral sources, bring your phenomenal message about your phenomenal mission to them and inspire them to talk about you to their clients (your perfect target market).

Once they refer, you then have a phenomenal client base marketing system using something like Send Out Cards that compels them to come back to you and to refer you. I have found that companies that learn how to do Referral Marketing and Client Base Marketing well can be very successful without direct advertising or direct sales. I had dinner with an SEO guy not too long ago and he was telling me about his client that he helped get to number one on Google. But the guy is still struggling financially. He doesn't have enough business. I could clearly see that in his industry, all he has to do is begin developing a relationship with powerful referral sources. He also is not marketing to his past clients. Big mistake.

I cannot stress the importance of a phenomenal referral marketing system and a phenomenal client base marketing system enough! Couple that with a phenomenal mission and message and you have a winning combination!

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