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Black Owned Business Growth Guide: How To Increase Your Profits In The Trump Or Any Economic Climate

64 Proven marketing strategies, systems, secrets and promotions that will skyrocket your profits in a recession, depression or boom!

By Lucid Leku

www.GetMoreCashNow.com

Black Owned Business Growth Guide: How To Increase Your Profits In The Trump Or Any Economic Climate

By
Lucid Leku

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Introduction

Dear Friend,

How To Increase Your Profits In Any Economic Climate is based on five years of a newsletter with a subscription price of between \$89 and \$149 a year.

There is literally a minimum of \$445 worth of material contained within these pages. But truth be told, this manual can easily be worth tens of thousands of dollars to you if use it.

That's the key...you must use it to profit from it.

Yes, you should read the manual all the way through at least one or two times. When you read it, have a pad of paper and a pen handy so you can take notes on ideas and strategies you want to implement right away.

This is a valuable suggestion!

By jotting down ideas that you want to use while you read, you will have an action plan already written down once you're finished reading! Remember knowledge is not power. Knowledge is only potential power. Action is power. So take action.

When you're finished with the manual don't just put it away and forget about it! It is meant to be a lifetime marketing resource. When you're planning a new marketing campaign, product, direct mailing, or just have questions go back to the manual and get the answers you need.

Please let me know of your great successes by emailing me at support@GetMoreCashNow.com

Best,

~Lucid Leku

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The Difference Between Sales And Marketing

As you know, marketing is the number one activity you can engage in regardless of what business you're in. Marketing *is* your business. There is no higher leverage activity you can engage in.

Remember: *You are not an insurance salesman. You are a marketer of insurance services! You are not a pest control specialist. You are a marketer of pest control services! You are not a salesman. You are a marketer of your services!*

Some people get confused when it comes to the difference between marketing and sales. Both marketing and sales are vitally important to your business but there is a difference between the two.

Marketing is what gets people to want your services. Sales are what get people to buy your services. Read that again and let it sink in.

If you're having trouble making sales, you need to see whether you have a sales problem or a marketing problem.

If you send out a bunch of lead generation letters and you get a good percentage of people calling for more information but you're not converting those leads into sales, then you have a sales problem. The marketing is doing its job. The sales process is not.

If you're having a sales problem, you need to look at:

- Your telephone skills
- Your closing procedures
- Your offer
- Your pricing
- Your sales presentation
- The questions you are asking

On the other hand, if you are sending out lead generation letters or have lead generation ads and very few people are calling or requesting information, then you have a marketing problem.

If you're having a marketing problem, you need to look at:

- Your ads, letters, and other marketing materials
- Your offer
- Whether your marketing is hitting the right target. (Remember that even the best ad or letter written by the best copywriter will fail if it is targeting the wrong prospects.)
- Your overall marketing plan
- The timing of your marketing (Are you too late? Too early?)

So which is more important sales or marketing? Of course, both are important but in my opinion marketing is the more important of the two. Why? Because great marketing makes the sales process infinitely easier. If your marketing is doing its job correctly, it will be delivering to you pre-qualified prospects who are predisposed to doing business with you.

The Old Sales Model Vs The New Marketing Model

In the traditional sales model, which most business still use, the pressure is on the salesperson to do everything. As the salesperson you must:

1. Find the prospects
2. Call on the prospects
3. Qualify the prospects
4. Do the sales presentation
5. Close the sale

That's a lot of grunt work, which can be very unpleasant! Compare that to the new marketing model that I teach. In this model:

1. The prospects find you through a lead generation ad, letter, referral, etc.
2. The prospects qualify themselves by taking some action to get more information.
3. You give your prospects more information either by mail or phone so that they can sell themselves.
4. They call you and all you have to do is close which, at this point, is fairly easy.

Which model seems more appealing to you?

Take Away Selling

The next subject we're going to talk about is extremely important if you want to get to the position of larger sales and more respect as an entrepreneur. Put this strategy into action and you will get to the next level very quickly.

The principle of scarcity states that people want what they can't get. The less there is of something, the more people desire to have it. Let's look at some examples.

Back in the 70's, Studio 54 was the hottest disco in the world. People would stand in long lines in the rain and the cold just for the chance of getting in. The most powerful person at Studio 54 was the doorman. He decided who got in and who didn't get in. Studio 54 was known for NOT letting some celebrities in, who were accustomed to getting in everywhere. It was a status symbol to be allowed into Studio 54. The more difficult it was to get in, the more people hungered to get in.

Take a look at the whole "Beanie Baby" craze. Folks, these are nothing more than stuffed animals! BUT, a huge demand was created for them by making certain Beanie Babies available on a limited basis. They became instant collector items and were sold for insane amounts of money. The value was not "real", it was created through perception and scarcity.

MAKE IT DIFFICULT TO HIRE YOU

Let me clarify what I mean by making it "difficult" to use your services. I do NOT mean that you should be rude and not return calls. I do NOT mean that you shouldn't send out your marketing materials in a timely fashion. I do NOT mean you should act like some Prima Dona.

What I DO mean is that you should NOT be at everyone's beck and call. You should NOT be instantly accessible. When prospects decide to use your services they should be hoping and praying that you can fit them into your schedule.

Entrepreneurs have positioned themselves in such a way so it's almost like the client is doing them a favor by buying from them. They put the prospect in the position of power. "Oh, please Mr. Prospect, please let me sell to you." To put it bluntly, it sucks to be in that position.

The positioning and the mindset you want to adopt is that you are the one who is in charge. You are the one who will decide what clients you will work for and what clients you won't. You are making the decision and the client will be lucky to get you. (Now, don't get carried away with this! Remember a big ego is needed for success but so is humility and gratefulness.)

HOW TO IMMEDIATELY PUT TAKE AWAY SELLING INTO ACTION

Here are some strategies you can use right away to change or enhance your positioning in the marketplace.

1. **When someone is overly concerned with price:** “I understand how you feel and if all you want is the cheapest <your service>, then I can give you the names of other people to call. My services are designed only for those people who want their <your service> done right”.
2. **To use on your marketing materials:** Mr. Leku accepts a limited number of invitations to speak for groups. Group size and other qualifications and restrictions may apply.
3. **Referral sales only.** “I don’t advertise. The only way to hire me is if you’re a past client or if you have been referred to me by a past client.”
4. **Be the highest price professional in your market.** This is a tricky strategy to use. I recommend you use it in conjunction with other scarcity strategies. Also make sure you are perceived as being the best and in high demand before you implement it.
5. **Never, ever answer the phone yourself.** This flies in the face of conventional wisdom. There are some people who teach that you should be instantly accessible. Forget it. Of course you should have someone answer your phone but you should not do it.

Here’s a true story that happened to me a couple weeks ago. A prospect called my office to inquire about hiring me. My office assistant answered the phone. The woman said that a client of mine REFERRED her to me. She asked if I WAS AVAILABLE and gave my assistant a number of dates to CHOOSE FROM. My assistant confirmed the date. The woman then asked about the cost. After my assistant told her she said, “Wow, I didn’t have any idea it would be that expensive. Lucid Leku certainly does well for himself, doesn’t he?” My assistant answered, “Yes he does!”

Guess what happened the following week? One of her friends who heard about how much I cost, called to hire me too!

This stuff works, if you work it.

The Lowdown on Top Down Marketing

Hold on to your top hats because I'm about to reveal a dynamite new strategy that'll help you make a lot more sales. If you are an insurance salesperson, home inspector, or sales rep, what you're about to discover can make a huge difference in your income.

As you know, I'm a big fan of direct mail marketing but one of the problems is knowing who to mail to. You need to make sure you mail to the correct decision maker or your mailing will be wasted. Sometimes it's tough to find out that this person is, right?

Let's use school fund-raisers as an example. At some schools the principal is in charge of fund-raisers, at some schools a teacher is in charge, while at other schools the PTA President makes this decision. Mail to the wrong person and you're dead.

Good news. That problem has been solved with my "Pyramid Of Power Marketing Strategy". Here's how it works.

You are going to mail the same letter to at least *three* people at the same company or school at the same time.

In a minute I'll explain why this is so powerful, but now let's discuss the details step by step.

1. Decide what product or service you are trying to sell. It is important that you are marketing a specific product for this strategy to work most effectively (as opposed to just generating a lead).
2. Make an educated guess as to whom you think is the person in charge. This is fairly easy and even if you're not exactly right, it doesn't matter as you'll soon see. For example, if you're selling ad space in a new trade magazine, usually the Vice President of Marketing or Sales is in charge. If you're trying to squeeze out the competition in office equipment, the company's office manager, or human resource director will probably be the one to contact.
3. After you've decided who you think is in charge, find out the names of two people, two levels above this person on the decision-making totem pole. Let's use the ad space example again and assume that we've guessed that the Sales Manager is in charge of purchasing ad space. We then want to get the names of two people higher up on the corporate ladder. Let's say that's the Vice President of Sales and Marketing and the company President.

4. You mail sales letters to all three of these people. The letters are all the same except for the salutation and the first sentence. You, of course, write “Dear <whatever the guy’s name is>:” but then you write, “I’m writing to you, <the name of someone else on the totem pole> and <the name of the other person on the totem pole> about how you can <strong statement of benefit>.”

This strategy is extremely powerful for many different reasons. The first and most obvious reason is that you are almost guaranteed to get your letter into the hands of the *real* decision maker since you are mailing to three people in the organization.

But what makes this “Pyramid Of Power” marketing strategy so dynamic is that it exerts a tremendous amount of psychological pressure on the decision maker. Let’s go back to the ad space example and use that as an illustration.

Mr. Sales Manager gets a letter from you about how you can increase traffic, leads, and sales with an ad in your new trade magazine. Normally he might just chuck your letter in the trash BUT, in this case, he sees that you have also written to two other people who are in higher positions of power than him. He thinks, “What if I don’t at least check this out further and one of my bosses thinks it’s a good idea? He’ll wonder why I didn’t follow through. I better at least get some more information.”

Mr. Vice President of Sales and Marketing also has similar thoughts when he gets your letter. “Hmm, I’m not sure about this idea but what if Mr. Sales Manager follows through and brings the idea to *my* boss before I do. That S.O.B. has been gunning for my job for a long time. I better at least check this out.”

Now, the ideal situation is when Mr. President gets your letter and likes your idea. He will either funnel the information down to the decision maker, which is a guarantee that it will be acted upon, or he will be very receptive to the idea when one or both of the other people in the company present it to him.

By following this strategy, you create a lot of activity at the organization you are targeting. You get three people in a position of power thinking and acting on your idea. This obviously will produce spectacular results.

Once again, this strategy is not just for the ad space. It works equally well for the school fundraisers. In this case you would mail to the Principal, the PTA President, and the Band Director. One of those three people will be the decision maker or at least speak to the decision maker about your proposal. You can’t ask for more than that.

There are two questions you might have about this strategy:

1. Isn’t mailing to three people at the same company expensive? No, because you are carefully targeting who you are mailing to. You’re NOT just doing a mass mailing to 5000 people. Remember that this strategy works best when you focus in on a specific product.

Again, the ad space is a perfect example. You know where the ad will be placed, you know the magazine it will be in, and you know the industry it's for. You'll then create a prospect list of 25-50 of the top companies in that industry and mail to them.

2. Where do you find the names of the people to mail? Go to your main public library and ask the reference librarian for "corporate directories", "industry directories", etc. These will give you a profile of the company, phone numbers, and the names of the top corporate officers. If the company is publicly owned this information is easily obtained from the Dun & Bradstreet directories or you can contact them directly and get a mailing list with all the names you need. A wealth of information can also be discovered online at the company's website you're targeting.

Yes, this takes a little time to research but the results will be well worth it.

When mailing to schools or smaller companies, I don't find out the individual names of the people I'm mailing to. I just mail to the "titles" instead. This makes your job very easy.

Test this strategy. I think you'll be very pleased with the results.

10 Deadly Marketing Sins

- 1. Advertising to the wrong market.** Make sure the program you're selling is something that your market wants to buy and can afford to buy. You may have the best safety devices for tow trucks and fork lifts on the planet but trying to sell them to a high school isn't going to work.
- 2. Advertising in the wrong media.** Where you place your ad or the mailing list you choose has much more bearing on your success than the actual marketing piece you use.
- 3. Failing to emphasize your unique selling proposition (USP) in all your marketing.** The purpose of your marketing is to let people know why they should hire you instead of someone else. You need to educate your prospects as to why you're unique and how this uniqueness benefits them.
- 4. Being dishonest.** Honesty is your most potent marketing strategy. Don't claim to be able to deliver results that you can't deliver. Don't say that your product can do something that it can't. Don't raise your prices because you discover the person hiring you has more money to spend.
- 5. Talking about features instead of benefits.** No one cares what you or your product does unless you show them how it benefits them. Remember: A feature is what you do, a benefit is what that feature means to your client.
- 6. Not talking about features.** People *do* want to know what you or your product does. Create a vivid picture of your service or product in the minds of your prospects.
- 7. Failing to stay in touch with your clients.** Huge error. It is far easier to sell your current clients a new product than it is to get a new client. You should be mailing your current clients at least six times a year. This alone will double your income. Not only from repeat sales but from the referrals as well.
- 8. Not having a referral system in place.** Hoping and praying for referrals isn't going to do it. Your clients need to know they are expected to refer. Then recognize and reward them when they do.
- 9. Changing your marketing methods when what you're currently doing is working.** We all grow tired of our sales letters, lead generation ads, brochures, and other marketing materials and want to change them. You may be bored but if what you're using still works don't change it! Your prospects don't see your marketing materials as much as you do. Change what you're doing only when it stops working OR when you test something and discover it works better.

10. Not using testimonials. People are very skeptical and need lots of proof. Someone can doubt one or two testimonials but send them a huge box of testimonial letters and even the most skeptical person has to believe.

Take a look at your marketing and see which of these “sins” you are committing and then make the necessary changes.

How to Overcome Skepticism

People, your prospects and customers, have been conditioned to not believe anything. They've been burned and ripped off in the past. They've ordered things only to end up bitterly disappointed. Everyday they're lied to by people who, in the past, they put their total faith and trust in.

To put it simply: People are not going to believe what you say just because you say it's true. You need an abundance of proof and then some.

My "free report" for my marketing program *is* LOADED with testimonials from people who are successfully using my system. I include their full names and states where they live. (No city or phone numbers. I don't want people calling and bugging them.) I offer a three-month unconditional guarantee. I also give out a phone number that rings in my home for people who have questions. Still, there are people who think I'm some kind of scam artist!!

When *you* tell a prospect that you have the best service or product on the planet - don't think even for a second that they're going to believe you! You need an abundance of proof!

This means testimonials; including copies of the original letter your customer sent you, not *just* quotes. It means putting your money where your mouth is by offering money back guarantees. It means being willing to offer a sample or a trial for your prospect. It means being congruent in all you do and say.

Even when you do all those things, there are still going to be people who don't believe you. All you can do is stack the odds in your favor by having more proof than your competitors.

The Power Of Focus

Ask most entrepreneurs who their market is and they'll say, "Anyone with money." They're a jack-of-all-trades and a master of nothing. Because of this they're not earning as much money as they could be.

In *any* field, a specialist makes more money than a general practitioner. Making money is no different. To earn the really big bucks, you must decide what single market you're going to go after and then go after it full force.

Why not be a jack-of-all-trades? First, you deplete your marketing resources. All of us have only so much time and money we can devote to marketing. When you pursue many different markets you only do a mediocre marketing job in each market because you're spreading yourself too thin. It's much wiser to put all your resources into one area and do a tremendous job.

Second, you do your clients a disservice by not being the best you can be. You know deep down that you're better performing some tasks than others. This doesn't mean you can't improve and become a master in other skills, but the only way to do that is to devote all your energies to it.

Third, as I already mentioned, you'll make a lot more money as a specialist. This is proven. Does Microsoft make cell phones? Does Southwest Air sell cruise ship reservations? Of course not.

How To Switch Markets

Let's be honest, changing markets is NOT an easy task. In many cases it's like starting your business from scratch. But it can be done. Here are some basic steps:

1. Develop a new USP. This is the foundation to your business success. Your Unique Selling Proposition should answer the following question posed by Dan Kennedy: *“Why should I do business with you as opposed to any other business in your category?”*

2. Create new marketing materials. What you create will depend on the market you're pursuing.

Don't wait until you have all your marketing materials in place before you start taking action to make some sales! If you wait until you have everything perfect, you'll never do anything.

3. Develop your marketing strategy and plan of attack. This is your detailed marketing plan. Write down things you're going to do on an ongoing basis as well as things you're going to do only at certain times of the year. See the “Marketing Magic” for details.

4. Set goals for yourself and then chunk them down. How many sales do you want to make? How much money do you want to earn? When? Be very specific.

5. Take Action! This is the master key step to success. Nothing happens until you do something. Once again, don't wait until everything's perfect to act. Start NOW and be consistent!

6. Monitor your results and be flexible enough to change your approach. Check to see if you're on the right track. If not, test another approach but don't change your goals.

How Long?

A major question that people ask is how long it's going to take until they can completely switch from one market to another.

That depends on two factors. First, the new market you're going after and second, how much action you take. You are going to have to take a close look at both the competition in your current market AND the competition in the new market. Make sure you know who your competition is and that you can bring something new and different to the market.

Of course, the more action you take, the more strategies you apply, the more quickly you'll become successful. The key is massive action *consistently*. It's far better to take smaller actions over a long period of time than it is to burn yourself out by going nuts only once.

Work Your Markets Deep

Very often, we get so caught up into trying to generate new leads and sell new prospects that we neglect or completely forget about our past clients.

Remember that acquiring a customer is in most cases expensive but selling them over and over again costs practically nothing. Your past clients are also the easiest people to sell to. With those two truths in mind, let's talk about how we can generate more business by selling more to our current clients.

It's easy because you don't have to sell your client on the value of your stuff. They've already seen you, like you, and trust you. All you need to do is present them with more products.

Okay, let's look at how we could do this in the corporate arena. Let's say that you organized a seminar. After the sales manager and President of a company see how well you ran that, it should be easy for you to sell them on another seminar or company retreat. After that, you should be easily able to get them to sell you other events.

Once you're "in", you just keep selling 'em.

The guy making lawn ornaments also has it easy. All he needs to do is create different designs that he can sell throughout the year to his current customers. A Fourth of July sign, a Halloween one, several for Christmas, etc.

Now that you know the strategy of "working your markets deep", you should develop a plan of action so you can consistently, with every single client, try and make more sales. Create a "system" so it happens automatically.

The Hottest Referral Gift On The Planet

As you know, the second easiest service to sell is when one of your happy clients refers someone to you. Because of this you want to encourage your clients to send you a LOT of referrals. You do this by ASKING for them, RECOGNIZING the person who gave you the referral, and REWARDING the person who gave you the referral.

You recognize the person who gave you the referral by sending him/her a handwritten thank you note. You reward him/her by sending some type of gift.

In the “Marketing Magic” course, I suggest sending a lottery ticket and writing that the referral means a million to you. That’s still a neat gift but here is a real dynamite referral gift:

TWO-DOLLAR BILLS!

Not two one-dollar bills but rather a number of actual two-dollar bills. You can get these from your local bank. I suggest you send five, two-dollar bills for a referral. That’s only ten bucks! Even if the referral only leads to a \$100 sale, \$10 represents 10% of the sale. It is worth it.

This strategy is so hot because it is unique, memorable, has high impact, and will lead to getting more referrals. Hmm, do you think your client might tell a few people about the carpet cleaner or other service professional who sent her two-dollar bills?

Also, approximately how many carpet cleaners do you think are currently using this strategy? Hop on it.

Voice Broadcasting

How effective would it be if you called your best clients on New Year's, Christmas, and other major holidays to give them your best wishes? How would you like to be able to follow up on every sales letter package you sent out so you could follow the phone-call-phone-call-phone-call model of marketing?

How would you like to be able to do all this without ever having to actually get on the phone and talk to anyone directly? Wouldn't it be sweet if you could have this done automatically? Well, you can!!

No, I'm not talking about hiring a telemarketing company. I'm talking about having a message in *your voice* left for every prospect or client on your list. You're about to discover some killer technology that I'd bet VERY FEW BUSINESS OWNERS IN YOUR MARKET ARE USING. And that strategy is...

Voice Broadcasting.

In previous newsletters, I've discussed *fax* broadcasting. For example, if you have 4,000 prospects you could have them all receive your fax message at the same time without having to manually put the piece of paper into a fax machine. This same technology is available but with your voice!

Voice broadcasting automates your phone calls so you can increase your client relationships and get a better response to your direct mail. Here's how it works:

1. You record the message you want to deliver. A key point is that you want it to sound personal. Not like you're reading a script.
2. You provide the telephone numbers of your customers and prospects to the voice broadcast company and tell them when you want the message sent.
3. They do the rest! At the designated time, all the phone numbers are called at once and bingo your message is delivered! You can't beat that with a stick.

IMPORTANT: The voice broadcast company can set it up so the only time your message is left is when the phone is answered by an answering machine. When a live person answers the phone, your message is not delivered and the phone disconnects.

YOU ONLY WANT TO LEAVE YOUR MESSAGES ON ANSWERING MACHINES. In this way it seems that you called personally.

Is this killer stuff or what?! If you're calling a prospect or client's home, the best time to leave the message is between 10 and 2. If you're using this in business marketing, it's best to have the message sent after business hours.

Here is an example of how you could use voice broadcasting to increase sales. Of course, this could be applied to any market.

1. Prepare a simple one or two page sales letter.
2. Record a teaser voice broadcast message as below:

"Hi, this is YOUR NAME. I am an events planner and just wanted to tell you to look for a special offer in the mail from me."

3. Mail the letter and then 3 to five days later, after you're sure they've received it, send out the following voice mail broadcast:

"Please don't delete this until you here this special message...this is YOUR NAME, again. By now you should have received the special offer letter from me. My special reunion package includes the hall, music, catering, decorations, entertainment, door prizes and MORE. We do it ALL. You can sit back and know that your reunion will be memorable and fun!! Dates are limited. If you're interested, please give me a call at (347) 766-5399. Thanks for listening."

4. Make the sales and collect the \$!

In my opinion, voice broadcast works best under two conditions. First, as a follow-up to a direct mail piece or before the piece is sent, or a combination like I've just described. Second, as a neat way to stay in contact with your clients.

Think about the impact it would have if an events planner called up all the groups he did events for during the year to wish them a Merry Christmas or Happy New Years. You think that planner would get some referrals and be on the top of his client's consciousness? You better believe it.

Here is the best company for doing voice broadcast. If you're interested and you should be, give them a call for more information:

Arch Telecom
1-800-882-9155
www.archtelecom.com

Money for Nothing and Their Chicks For Free

The desire for something for nothing *is* one of the major reasons for failure not only in business but also in life.

I was talking on the phone with a guy who was interested in investing in my course and he literally told me that if my marketing plan called for cold calling or using direct mail he wasn't interested. He complained that it took too long to call people and too long to stuff envelopes. He said that he once "tried" a "mass" mailing and it was too much work to stuff the envelopes. I asked how many letters he sent and it was only 100!

One of the principles to a successful life is that of sowing and reaping. In order to reap a major harvest, you must sow a lot of seeds. There is no way around this basic law of the universe. All the new age affirmations, walking on hot coals, and chanting mantras ain't gonna get it done. You need to work to succeed. Period.

People often wonder how I turned my life around so "quickly". Well, first of all I tried and failed at many things before things started going my way. This in and of itself is educational. But the main reason I went from doing "not-so-well" to "being successful" in less than three months was because I took massive action.

Just for the record let me list all the things I employed immediately.

1. Lead generation ad in one magazine,
2. Direct mail to prospective clients,
3. Follow-up calls to prospective clients,
4. Put a second lead generation ad in another magazine,
5. Phone script,
6. Answering machine script.

That's massive action and if you want to make progress quickly that's the kind of action you need to take. I've had this same kind of turnaround when using massive action in other areas.

First, write down all the marketing strategies you are currently employing. Second, write down all the marketing strategies you would like to use. Third, use my "goal setting/action form"

and create a detailed plan of action as to when you'll implement each strategy. Fourth, start taking action immediately.

How Often Should You Mail To A Prospect?

Q: On one of your videos, you said that you only mail prospects three times and if they don't respond, you dump them from the list, but on another one of your tapes you say to mail to leads over and over and over again until they respond. Which one is it?

A: The answer is both. It all depends on the quality of the prospect and how well qualified they are up front. You are going to mail a well-qualified list more often than you will a really "cold" list.

Which brings up another question ... what is the difference between a well-qualified list and a cold list? Here is how I would rank mailing lists from best to worse:

1. Your own customer list. These are people who have seen you, like you, and know that you do a good job. They are fertile ground for more sales, references, and tons of referrals.
2. Leads who have "raised their hand" to request more information. As you know, I am a BIG proponent of lead generation direct mail and lead generation advertising. It is the backbone of my entire marketing system. When somebody takes the time to request more information about what you do, they are obviously very interested. It is your job to keep in contact with them and close the deal.
3. A prospect list you created. You (or someone else) call up a company, school, or other organization and find out the name of the person in charge of your niche.
4. A qualified list you buy. If you are an exterminator, this could mean a list of people who mailed in for a rebate on roach bait.
5. A list selected by title and other factors. You call up a list broker and tell him you want the names of Human Resource Directors at companies of 75 or more people within a certain geographic location.
6. A generic list of companies, associations, schools, etc. You don't know anything about the organization other than the size and location.

Each of these types of lists are appropriate to use at different times and in different ways. As a general rule of thumb, you will mail #1, #2, #3, and possibly #4 continuously. Groups #5 and #6 you will mail less often (probably a three step lead generation sequence) in hopes of moving as many of those people into group #2 and eventually into group # 1.

The object is to get as many prospects to “raise their hand” by requesting more information and then convert those leads into clients.

How important is this?

During another consultation, a man said that he went against my advice and just sent a sales letter to a cold list. His results: zero sales. He then decided to try my system. He called companies to find out who the decision maker was and then sent out a lead generation letter to this person. His results this time? He got the names of 40 people and made 6 sales. Ahem, I’d say that’s pretty good.

You will always get much better results when your prospects qualify themselves by requesting information. When they do that you should mail and call them relentlessly until they buy, die, or say, “stop”.

A Lesson In Repositioning

Q: I am only 19 years old and I'm trying to get started, but some of my competitors are telling my prospects that I am young and inexperienced. What should I do?

A: Actually, before I give you my answer, you should know that this young man bought my course and is now averaging over 30 jobs a month and making about \$5,000 a month. That ain't too shabby.

He had been running the lead generation ad from the course in a local magazine. He recently started running the new lead generation ad I published in a past issue of the newsletter and reports the results are incredible.

He said a lot of the prospects are pre-sold on him before they even call him because of the ad. That is what great marketing is all about. It positions you in such a way that you stand out from the crowd and pre-sells you to the prospect, making closing the deal much easier.

Okay, now let's answer the question.

Many of his older, more experienced competitors are royally ticked off at this kid because he is kicking their butt, making sales that they think they should be getting, and can't understand why he is doing so well in such a short period of time.

Basically, they're jealous, low life scuzballs who have to resort to knocking their competitors because they don't know how to market and sell themselves.

What our young friend needs to do is take advantage of the fact that he is young, use that as a positioning tool, and turn the negative comments he's getting from others into a powerful marketing benefit.

Here's how:

Reposition the word "young" into "one of the fastest rising new stars in your field who is in demand."

When he is talking to a prospect on the phone, he can bring up the negative things his competitors say about him, turn them into a positive, and make his competitors look bad.

“Mr. Prospect, I’m fortunate to be one of the busiest <your service> in the _____ area. The main reason for this is that my service is new and exciting. Most of the <your service> in this area who have been around for years do the same old stuff that everyone’s seen before. Because my approach to <your service> is new and fresh, it will really make your life easy.”

Now that needs to be worked on a little bit and polished up, but it is a good example of subtly turning your competitor’s perceived strength into a perceived weakness.

Finally, you crush the competition by using marketing tools they’ve never heard of or would never think to use. Guaranteeing the prospect’s satisfaction is a strategy that immediately comes to mind.

Those ideas go for everyone, regardless of age.

What To Do If You're Getting Response but Not Results from Your Marketing

Q: I'm using your "free report" strategy to generate leads and that is working great. I'm getting a 15% response rate of people requesting the report and then about one fifth of those people call me for more information. The problem is that I haven't closed any of the deals up to this point. What am I doing wrong?

A. The problem is obviously not with the marketing. The marketing is doing its job. The problem seems to be in selling and closing the deal. Once you get an appointment, you should really be able to make the sale, especially because in my system the prospect has to "jump through a number of hoops" (call to order the free report, read it, and then call you) to qualify himself.

Here are some quick fix solutions:

1. Qualify the prospect even further by sending a proposal with prices to the prospect before you go to the meeting. The reason my closing rate is so high with in person demos is that my prospect is well aware of what my fee is before I go do the appointment. I handle any price resistance problems *before* I ever meet with a prospect. Then, the only reasons for a prospect to say "no" would be if they didn't like what I did or decided to go with someone else.
2. Lower your price. "Oh my God! Leku is saying to sell your services cheaply to undercut the competition!" No, no, no. But if you are just breaking into a market, in most cases, you're going to charge less so you can get your foot in the door. This particular business owner was asking for \$1,800 a day. While this is not too outrageous, it is near the top of the price spectrum for this market.

My strategy for breaking into any new market is to make your prices and your offer irresistible so you can make a lot of sales and get your name out there.

The amount of money you can command has to do with perceived value and the economic theory of supply and demand.

As you start making more and more sales, the demand for your services increases (hopefully!) but your availability decreases. When this happens, the perception is that you must be very good because everyone wants you. It's at this point that you can and should raise your fees.

To get details on one of the most unique and powerful courses on marketing, check out my “Magnetic Autopilot Profits System & Toolkit” at www.allblackcash.com/toolkit

Ask And Ye Shall Receive

The *only* way you're going to get the sales you want is if you ask for them. I know the concept is simple but we sometimes forget it.

Even if you have a poor sales presentation, if you ask enough people you will make some sales. The more you ask for sales the more you'll get. It's that simple.

The key is to discover ways to ask more effectively so you won't have to spend as much time or money asking. Let's go over the 3 basic steps for effective asking.

- 1. Make sure the person you're asking wants what you're selling**
- 2. Make sure you present your offer in a way that benefits your prospect.**
- 3. Talk about your prospect, his/her needs, wants, and desires NOT about you or how great your stuff is.**

I hear you. "I already know all that." You're right, you probably do, BUT are you following those fundamentals? You see, fundamentals must be practiced daily. Mastering fundamentals is what turns you into a master of anything.

Most of the brochures, sales letters, web sites, etc. I see are all ME, ME, ME focused. Look how great *my* stuff is. See how clever *I* am. You should hire *me* because *my* service is so amazing and *I'm* the best whatever in the world.

ALL of your promotional material should be focused on what you can do to help your *prospect* reach their goals. You must talk about the benefits that *they* will receive. Talk about what *they'll* get by utilizing your service.

This goes for everything: all aspects of your marketing including the way you use testimonials. The way most people use testimonials is to show how great they are. I did the same thing for a long while!

Zig Ziglar says, "You can get everything in life that you want if you just help enough people get what they want."

That's the key. Now go look at your promotional material and see if you are as surprised as I was when I saw how "Me" focused it was. Then make the changes.

A *System* For Generating Word Of Mouth Advertising

Although the *answer* is a simple one, the process of getting consistent word of mouth advertising is a little more involved; NOT difficult, just more involved.

I'm going to reveal how you can start getting consistent word of mouth advertising in a step-by-step fashion.

1. You need to make a LOT of sales. To really get word of mouth advertising working for you, you need to have a lot of mouths talking about you! If you're just getting started, you'll want to do a lot of lead generation advertising and offer a great package at a very advantageous price. As the demand for you goes up, you can gradually raise your price until you are the busiest *and* highest paid person in your market.

2. Let people know that you get most of your sales by referral. Every time a client calls you and tells you that they were referred to you say, "That's great! I'm very fortunate that most of the sales I get are by referral."

Saying that does two things. First, it *subtly* implies that you must be very, very good. Obviously people wouldn't refer you to others if you weren't good. Second, it *subtly* plants the thought that they are expected to refer people.

How well does that simple sentence work? Well, a while ago I got a call from a prospect who said that she was referred to me. I said, "That's great! In fact, this particular product is only available to people who were referred. I don't advertise at all."

Not only did she buy the product but the NEXT DAY I got a call from one of her friends who she referred to me! Keep in mind that she hadn't even seen my stuff yet! This woman also bought one.

3. Send a "thank you" note. You should send a thank you note and include two business cards immediately after you make a sale. First, this will set you apart from almost every other person in your market. Second, the client will once again be subtly reminded to recommend you to others. This works.

4. Recognize and reward. Those are the two key words when it comes to getting referrals. You want to recognize the referring client by sending a thank you note and you want to reward them by including a gift.

So what do you send as a gift?

In my course, I recommend a lottery ticket. This is a cute idea but sort of cheap. You can send this to a person when they refer someone who does not buy, but when you make a sale, you should send something that has more value.

Here's what you send:

The first time one of my clients recommends you and you make the sale, send a \$10.00 Blockbuster Video gift card.

Does spending \$10.00 seem like a lot to you? Well, if you get \$195 for the sale, it means you're only paying about a 5% commission. If you make \$100 per sale, you're only paying a 10% commission.

Think about it this way. How many \$10.00 bills would you give out in order to make \$100 sales? Right, as many as you could as quickly as you could!

The second time a person gives a referral, buy them a complete "night at the movies" package. This includes two movie tickets, popcorn, and soda. Yes, it costs a little bit more but this person has given you almost \$400 worth of business!

Let me ask you a question. When they use their Blockbuster gift card to rent videos, who do you think they're thinking about? When they go to the movies for free, whom do you think they're thinking about? When one of their friends starts talking about needing your service, who do you think they starting *talking* about? Right you are!

Recognizing and rewarding your clients for giving you referrals will have an incredible impact on your word of mouth business. Very, very, very few entrepreneurs are utilizing this strategy. It can make you a TON of money if you follow through and use it.

How to Create an Irresistible Sales Presentation

I've said it before and I'll say it again, NOTHING BEATS A LIVE SALES PRESENTATION when it comes to selling your stuff. The slickest brochure and sales package won't stand a chance against a *well-planned* live presentation.

As is the case with any sales presentation, there are certain elements that you must include for it to be effective. The sequence that you incorporate these elements is also extremely important. Think of it as a recipe.

If you're making eggplant parmesan for example, if you put the sauce on the eggplant before you bread it, your final dish isn't going to come out right. Yes, breadcrumbs, eggplant, and sauce are all ingredients in the dish but if you don't use them in the correct order it will not come out in the right way.

It's the same with your sales presentation. You must incorporate all the following elements in the correct order. So here we go:

1. Introduce yourself using the "headline strategy". As you know, the headline is the most important part of any type of advertising you do. It is the "ad for your ad". It must grab people's attention. It's the same in a sales presentation. The first thing that comes out of your mouth must grab your audience's attention and make them sit up and pay attention.

First, I like to thank them for meeting with me. This is not only polite and when said with a warm smile, begins to put them on my side. Second, I let them know that the demonstration is going to be quick and to the point. Third, I use a variation of my USP that tells them the results they will get by utilizing my services. Fourth, I tell them what's in it for them *now*.

2. Tell them why they should listen to you. More than likely only the person who originally contacted you will have read your promotional materials and know anything about you. You must tell everyone else why they should pay attention to you.

3. Close your presentation with your strongest point. Don't hold anything back during your presentation. Do your best stuff.

4. Reiterate the benefits of hiring you. They've seen your presentation and have a good taste for what you do but you need to emphasize all the benefits of hiring you.

Don't assume that your prospects know these things. You must spell it out for them.

5. Ask if there are any questions, thank 'em, and leave. I can hear some of you saying, "Where's the close, Leku, where's the close?!" It is very rare that you are going to get hired on the spot. When hiring is done by committee, they are more than likely going to want to discuss it. There is no need for a hard close at this point. What I say is,

"Thanks so much for meeting with me. If you decide to use me, please give me a call as soon as possible so I can reserve the date for you."

So there you have it. The seven steps for making your sales presentations dynamic and effective. If you follow this system you will get great results. Let me point out though, that you must have your presentations scripted and memorized. I would not have been able to come up with my powerful selling lines had I just winged every presentation.

Why Educating Your Clients Will Put Money in Your Pocket

A simple and very effective strategy is to educate your prospects and clients not only about what you can do for them but about how they can be more successful, whether they decide to use you or not.

Most prospects you talk to aren't going to have a clue about how to do what you do. This goes for the newlyweds needing homeowner's insurance to the senior citizen having a satellite dish installed for the first time.

When you take the time to educate your prospect, you position yourself as being *the* expert in your field and someone who really cares about your client's needs.

One of the key phrases I use is, "whether you decide to use me or not". I use this whenever I'm giving advice to a prospect. It is a very powerful form of "take away selling". By using that wording, I am subtly telling my prospect, "Hey, it really doesn't matter to me if you decide to utilize my services. I've got so many people calling me that if you don't hire me someone else will. I just want to help."

If a business owner is desperate, this desperation will come through when they are talking with a prospect. People can hear it, smell it, and feel it. Coming across as being in dire need of making the sale is very bad position to be in. The person, who doesn't *need* to make the sale, is always in the position of power.

When you take the time to educate your clients, you are not only doing them a noble service you are making a very strong case as to why they should utilize your services as opposed to someone else's.

An Easy Way to Get The Names of Corporate Decision Makers

Graham Stringer from Canada sent me an email with an absolutely super idea for getting the names of decision makers at corporations. (You're not still addressing your envelopes with the generic "Sales Manager" or some other drivel are you?)

Here's Graham in his own words:

"In your 'Kick Butt' materials, you raise the issue regarding how many people may be timid in terms of calling companies and asking for contact information regarding who makes the decisions regarding hiring my services.

I have found it to be both cost and time effective to have a local temp agency do this work for me. It's generally inexpensive, about \$60 to have someone call 100 companies.

Additionally, they are able to provide a highly skilled individual in telemarketing approaches. I provide them with the script and the individual is already well trained in working from a pre-prepared script.

Lastly, the individual is usually female. For some reason, when a well-spoken woman calls an organization looking for a contact name, they usually get it. I found that when I did the calling, about 4-5% of the individuals I spoke to were suspicious and were reluctant to hand out any contact information. I think many people are more comfortable handing out information to a female voice as opposed to a male one.

With respect to time, I find that handing this off to a temp agency frees up extra time for me to send out promotional material and other tasks that I require control over."

How to Increase the Number of Sales You Make Without Sending Out a Single Letter

Just this past month, I got a wonderful email from one of our members over in the UK and a telephone call from one of our members in Canada. They both said the exact same thing. They said, “Leku, I haven’t used one of the letters from your course. I haven’t used one of the ads from your course. I haven’t sent out any letters whatsoever or placed any ads whatsoever, but my business is booming!”

Now, are you interested in how they’re doing this? The following is an email message that I got from Paul Litton, the gentleman in the UK. He’ll explain exactly how he is increasing his income dramatically, without sending out a sales letter or placing one single ad.

“I purchased your Marketing Magic Course several months ago, and in turn subscribed to your newsletter. I cannot thank you enough for the advice your course has given me. Before reading the course, I was making £250 per week, which is okay. After following your steps, I am now averaging £1,000 to £1,500 per week! I’ve only been using your advice for 3 to 4 months, and the results are fantastic. I haven’t even been sending sales letters out or adverts. All I’ve been doing is following your advice on thank you letters and gaining referrals. I cannot thank you enough. Keep up the good work!”

I got the same exact call from a gentleman in Canada. He said, “I am not placing any ads, I am not sending any letters, but your course is fantastic just because of the thank you notes and your referral system.”

Am I recommending that you not advertise or send out sales letters? Of course not. I just wanted to remind you that just the idea about sending thank you notes and getting referrals could

dramatically increase your income. Are you sending thank you notes to *everybody*? Not just when they buy, but when they call and request information?

To Specialize Or Not To Specialize... That Is the Question

We've talked about how specializing in one area is better than being a "jack of all trades". Everything I said is true BUT there are situations where you MUST be more of a generalist. Let's look at each of these situations.

1. When you're not willing to travel. This is definitely me. I'm married and have a new baby girl. I want to be home *every* night with them. I don't want to be on the road going from city to city.

You have to make this decision for yourself. If you, like me, don't want to go on the road, you're probably going to have to generalize.

2. If you live in a small town. This brings up a couple dilemmas. To make any kind of decent money in a small market, you're going to have to probably do many different things. Even by doing that, you're probably going to have to do some traveling outside your market area.

This is just common sense. If you live where there is a tiny population, there's only going to be so many sales opportunities. You need to take advantage of all of them.

The *advantage* of being in a small town is that you're probably the only game in town. (At least you should be if you're using this marketing information!) You're going to have a lot less competition than say a guy in NYC or LA. You should quickly be known as *the* guy to hire when your service is needed.

So if you decide that you want to or need to be a "jack of all trades" that's fine, provided you have good solid sales for each market.

Everyone has a hierarchy of where they feel the most confident. The point ISN'T that you shouldn't attempt situations where you aren't totally confident. Just make sure that you can deliver the goods you promise and the results your client expects.

Advanced Corporate Marketing Strategies

What is your prospect's personal agenda at work? You need to know this if you want to successfully market yourself to them.

Copywriter Robert Collier wrote that, "Your copy should join in on the conversation that they prospect is already having in their mind." Think about that for a minute. It's powerful.

Your sales letter, brochure, whatever, should be so closely matched with what your prospect is thinking and feeling that they feel that you're reading their mind. It's called empathy and having empathy for your prospect is the single most important selling skill you can have.

Your first sales letter should talk about how frustrating it is to not be able to find a professional in your industry that offers your unique selling proposition. If you are selling insurance and your USP is "fast & friendly", your sales letter should be a first person story about how getting insurance seems to take forever & on-line reps are distant and impersonal.

The reason I talk about all those things is that I want to create a common bond between my prospect and me. I want him or her to think, "Yeah, that's me too. This guy really understands me." People have ordered my course and said, "My God, it's like you were hiding under my kitchen table listening to me."

That is the ideal reaction you want from your prospect when they read your materials. Now, it's fairly easy to get that reaction if you *are* one of them. Because you ARE in your industry, you know how others in your industry think. You know what they're feeling. You know what frustrates them. It's more difficult to create that sense of rapport with a group of people when you aren't one of them. Difficult but not impossible. Here's how to do it:

Join the associations that they belong to. If you're marketing to meeting planners you'd be wise to join Meeting Planners International (MPI). Not only will this give you access to them, you'll also get their magazines, newsletters, etc. You want to religiously read their publications. This will give you insight into their problems, their frustrations, their needs, and wants. You'll also learn to speak their language. When you use the same language, slang, and buzzwords that the people in your prospect group use, you create a sense of empathy.

You need to discover exactly what your prospect wants, not what they need but what they want. The old saying, "If you want to get rich, find a need and fill it" is absolutely false. That's a formula for going broke. You want to find out what people want and give that to them.

Let's look at Human Resource Directors. If you're selling health insurance, a list of Human Resource Directors is a dynamite place to start. Why? First, in many cases this is the individual who is put in charge of investigating insurance options. Second, if a company is large enough to hire a Human Resource Director it is more than likely going to *have* company insurance.

Okay, we have a list of Human Resource Directors. What do they want? Most people would say, "To find insurance options that makes them look good." While this may be true, it is not their primary want. Human Resource Directors have three primary wants:

- Ease
- Speed
- To be left alone

Which do you think is their primary want? It's to be left alone. (By the way, I'm not making this up. Research has been done on this.)

Think about how this knowledge changes the whole focus of your marketing message and *how* you market to this group. Instead of talking about how wonderful your benefits are and how low your premiums, you're going to talk about how easy it is to offer your products, how quickly you'll get them the information they need, how you won't call and bug them, and how getting you now will get the boss off their back.

Now, of course, you're probably not going to use language like that but I'm sure you see my point. Your marketing takes on a whole new dimension and power when you focus on the real core wants of your prospect group.

This is advanced, sophisticated marketing that 99.9999% of people don't know. Use it and you'll be astounded by the results.

Lessons from the Los Angeles Bootcamp

If you missed the boot camp in Los Angeles, you missed out on something really special. *I* learned so much from the attendees! What's great about these boot camps is the incredible mix of people we get. We have people from all over and from all walks of life; people just getting started, and seasoned pros.

Everyone participated and everyone shared his or her pet ideas and secrets. Let's go over a few of the strategies that were revealed at the boot camp that you could use right away. (Like a dummy, I didn't write down who contributed what strategy so I can't give credit where credit is due. But you folks know who you are and I thank you!)

Strategy # 1: Barter, Barter, Barter

“Barter” is simply another word for trading your services for other products and services. For example, you trade a monthly pest control treatment for partial payment on daycare. (Don't laugh. I know someone who's done this!). Trade CPA services for septic inspections.

As I wrote about in my very first newsletter, doing a trade with a radio station is a great way to get exposure and “free” commercials. This is very easy to do also. Radio stations do a ton of bartering.

In exchange for radio spots, you tell the station manager that you will offer your services for the station and/or employees.

In addition to getting commercials, you will also get great exposure when the D.J.s talk about you on the air. Also, you'll have the inside track for sales to the radio station's clients as well.

Strategy # 2: Spend Money on Your Promo Materials

Tim Hall blew us all away at the boot camp when he showed us his press kit. It is truly a thing of beauty and more importantly it is a dynamic sales tool. First, let's discuss the folder.

On the outside of the folder, he has in bold letters a very attention getting headline. Not his name – a headline that grabs your attention. Then, in a stroke of brilliance, Tim has a lip on the edge of the folder that has his service in bold letters followed by his name.

This is a great idea because the office manager will see his promo kit first when she is looking through her files for his service.

Next, Tim has a beautiful, four page, full color brochure. I can hear you saying, “Wait a minute Leku. I thought you said not to have a brochure!” No, no, no. I never said not to use a brochure. What I said was that your brochure should not be your primary sales tool. A sales letter should. Plus, most of the brochures I see are just plain awful. Tim’s is exceptional.

Tim turned his brochure into a powerful sales tool by incorporating all the direct marketing strategies he’s learned. He had attention getting headlines, sub heads, bullet points, a free report offer, pictures of him in action, tons of testimonials, multiple means of response, etc.

Now, here are the very important points about all of this:

1. Tim had a professional graphic artist design this for him. I mention this in my kick butt course, but very few people actually heed this advice. If you’re not a graphic artist, don’t try to produce your own materials. Have a pro do it.
2. Know exactly what you want before you go to a graphic artist. Tim knew what he wanted and knew what he wanted his finished product to look like. You’ll save a lot of money if you know what you want before the graphic artist starts to work.
3. Never sacrifice copy for graphics. The BIG problem with most graphic artists is that they want to make your piece look “pretty” by utilizing a lot of white space and very few words. Tim’s brochure is copy intensive. It has a LOT of very exciting benefit-oriented copy. Don’t let the graphic artist convince you to cut out the copy. You decide what you want to say and then let her lay it out.
4. Spending money on your promo materials is an investment not an expense. Tim spent very good money (but a lot less than you would think when you see his materials) getting his promo kit done. At the boot camp he said that he’s never spent money on having professional materials designed that hasn’t paid off almost immediately. Amen.

There are hundreds of other strategies we all discovered at the boot camp in Los Angeles. Many of the strategies I cannot reveal here because I promised the boot camp participants their ideas would remain secret. Which brings me to another very important point:

You really need to do whatever it takes to come to the next boot camp. What you will discover will make your head spin. It’s literally impossible for me to give you a complete rundown of everything we learned. As, I’ve said before – you just gotta be there!

Postcards As Newsletters

The postcards are going to be mini-newsletters and give real, solid information that my prospects can use. Since I'm a marketing GOD, my postcards are going to give suggestions for improving one's marketing skills or increasing sales. *You* can teach them the importance of good dental hygiene or give them tips on how water their lawn for the summer; whatever your service is.

The key is that you're educating your prospects by giving them things that they can use as opposed to just trying to sell them on your program.

These postcards do a number of things for you. Number one, as we just mentioned, they educate your prospects. Number two, you're giving your prospect something valuable that they can use. And most importantly, number three; you are staying on the top of their consciousness. When your prospect needs your service, who will be the first person they think of?

So just to review, at the beginning of the year, get a list of between 1,000 and 5,000 prospects in your area. Then do a "plant the farm sequence" with them receiving one letter a month for the first three months. Obviously, the people who respond to the letters will be sent a package. But everyone on the list will receive a postcard once a month. And then, during specific times when you're quite sure that they're going to need your services they will receive specific mailers selling them on that program.

You might be thinking, "Wait a minute, Leku, that's a lot of letters to be sending out and that's a lot of money to be spending!" Let's take each of those two issues one at a time.

First, it is a lot of money depending on what you're charging. Think about how many sales you need to make to start making money and how many sales you're likely to make with a mailing like this.

Number two, it would be a lot of work if you were sitting there stuffing 3,000 envelopes or addressing 3,000 postcards every single month, but what you're going to do is pay a mailing house in your area to do all the work.

Of course, you'll write the letters and postcards but the mailing house will mail merge the letters and envelopes. They'll stuff the envelopes, they'll put a live stamp on them, they'll mail them out, and they'll do the sequence of mailings for you. Same goes with the postcard.

Of course it costs some money. But what you have to balance out is your time against how much money you're spending. I have determined that my time is worth a lot more than it's going to cost me to have a mailing house do it.

Also, by setting up with a mailing house, you know that it's going to get done. What happens, at least with me and I think many people, is you say, "Oh my goodness, I've got to do a 500- or 1,000-piece mailing," and you put it off and you put it off because it takes so long to do.

What I'm doing is I am putting my business on autopilot. The only thing I'm going to have to do is send out promotional kits for the people who fax back their form, and then go and do sales presentations for the people who request them.

So once my letters are written, my postcards are written, and I have my list, my job as a lead generator, is done. Of course I'm going to check up on them, make sure that the mailings are actually going out on time.

Now, if you're interested in going to a mailing house, simply look in your phone sell under "Mailing," and you'll see a plethora of people who will do it. Make sure you call a number of them and get price quotes because there are dramatic differences in prices from one mailing house to the next. I would also ask for references that you could call.

It Doesn't Matter What You Like, It's What Works

You have to use marketing materials that work, not necessarily marketing materials that you like. There's no question that a lot of advertising people don't like any of National Enquirer type of marketing, with the headlines, the promises, the guarantees, etc. The bottom line, though, is that it works. You have to do what works, not what you like.

I'm doing a joint venture with another business owner. The sales letter to sell this program is 32 pages long! The first thing my joint venture partner said was that no one will read it. She also said, "Well, I don't like these headlines and I don't like this style of writing." I said, "Let's just test it."

Well, we got a 17 percent conversion rate. 17 percent of the people who requested the information turned around and bought the program. Now as you know, if you can get 17 percent, you're in very, very good shape.

Guess what? She still thinks that the sales letter is too long and wants to change it because she doesn't "like" it.

If you've got a sales letter or marketing materials that are working, use them even if you don't "like" them. What you like or don't like is irrelevant. The only thing that's relevant is whether or not you're making sales.

The Marketing Success Formula

MARKETING SUCCESS = SENDING THE RIGHT MESSAGE TO THE RIGHT MARKET AT THE RIGHT TIME

You've heard me spout this Dan Kennedy truism more than once, but all business owners need to be reminded of it.

You see, many of us, myself included, don't pay enough attention to the last part of the formula, namely, sending the message at the right time. In most cases we don't know when the right time is!

On a recent tape I heard marketing guru Jeff Paul say that when you get a lead, the lead is being interested but they might not be ready to buy yet.

INTERESTED BUT NOT READY.

You must remember those three words and drill them into your head because in most cases in our business that is exactly what happens. A prospect requests information from you but isn't actually needing your services for another six months. You get discouraged and think your marketing isn't working so you stop contacting your prospect, she forgets about you, and you lose the sale you could have had if you had stayed in touch.

Get this: When someone requests your material, you should contact him or her every single month for at least one year. For those of you that aren't math wizards that's twelve times. How can you do that? Here are some idea starters:

- Newsletter. It doesn't have to be fancy. One 8.5" X 11 piece of paper printed on both sides would do just fine. Fill it with information that's fun, interesting to your prospect, and helps sell your services. Hey, you could use a monthly newsletter alone to stay in touch with your prospects and clients.
- Postcards. Full color, oversized, black and white, etc. Easy, easy, easy. (How about a newsletter on a postcard? Think about it!)
- Flyers and brochures. Don't forget to send a personalized cover letter with it.
- Personal letters.
- Phone calls, emails, faxes.

Bottom line: It's relatively easy to contact your prospects and clients every month, so do it!

Consistency Is the Key to Success

One of the things that used to frustrate the hell out of me was not getting results right away from my marketing efforts or not getting bigger results from my efforts.

I would send out a hundred letters (which I thought was a lot at the time) or place some lead generation ads and then only get a few calls or leads.

I would then determine that this wasn't working and quit doing it.

The Stuart Wilde quote reminds us that we have to take consistent action in our marketing efforts if we are to succeed on a massive level.

Consistency is the key. It is far better to send out 50 letters *every* week to potential customers than it is to push yourself to the limit and send out 500 letters in one week and then not send any out for the rest of the year.

You Must Keep the Pipeline Full

“Keeping the pipeline full” means that you must always be generating leads, sending out sales letters, have lead generation ads going, and following up with prospects.

Always.

To put it simply, you must always be taking consistent, measurable actions to generate business.

Notice that I said, *measurable* actions. You don't want to be taking a lot of actions that don't work!

People often get into the “activity trap”. This is when they feel good about themselves because they are doing a lot of things without noticing what the results are.

Results are the only things that matter.

Test, Test, Test

You are learning to become a direct marketer, which, by the way, is the most powerful skill you can have as a business owner.

One of the main principles that direct marketers follow is that of testing.

Simply put, this means that before you do anything on a massive scale, test it on a smaller scale first. Before you send out 1000 letters to your list, test 100 or 250 letters first. Measure the results then try to improve those results by changing ONE aspect of your letter and mailing to another 250 names.

Here are some of the things you can test in either a lead generation ad or sales letter.

1. **The headline.** This is the first thing you should test because it is the single most important part of any ad or letter. A small change in a headline can result in a 300% or more increase in response.

Direct marketer, Pamela Yellen wrote a lead generation ad with the following headline (I'm para-phrasing): "Put Your Prospecting On Autopilot So You Can Go And Play Golf."

That headline got a decent response but then she made one small change so the headline read: "Puts Your Prospecting On Autopilot So You Can Go And Play Golf."

Changing "put" to "puts" increased her response by something like 500%!!!!!! (The reason is that the word "put" implies that there's going to be some work involved while "puts" implies that it is going to happen automatically.)

2. **Your offer.** Next, change your packages around. Offer different packages. Try a free bonus or a coupon for future services. Maybe putting an upsell or add-on item in with your Deluxe package will increase sales of both.

3. **Your price.** Don't just assume that a lower price will work better or the price that you're charging right now is ideal. You could be leaving a lot of money on the table!

Test price and be sure to figure out what price gives you the most TOTAL income. It might be that with a lower price you make so many more sales that you make more money but you may find that you make just as many sales or MORE sales at a higher price.

4. **Your list.** You can have the best sales letter, with the best headline, the best offer, at the best price but if you're sending it to people who don't want what you offer it does not matter.

It's better to have a crappy sales letter and mail it to a great list of prospects than it is to have a great sales letter that you mail to a crappy list.

The same goes for where you place your lead generation ads. Your lead generation ad for your product on how to "Do Your Own Divorce" placed in a Bridal Expo magazine isn't going to get the results you want no matter how great your ad is.

Test what publications you're advertising in. Those that are producing results, keep 'em. Those that aren't, dump 'em.

Test Only One Thing At A Time

I have broken this rule in the past.... Don't you!

Let's say that you send out a letter to 100 prospects. You measure the results and find that you got 4 sales (a 4% return) from this letter.

You mail to another hundred prospects but this time you change the headline, the price and the offer. From this mailing you make 6 sales or 6%. That's good right? Well, yes and no.

Yes, it's good because you made more sales but it's not good because you don't know what the cause was! Was it the new headline that made the difference? Or the price? Or the offer? You don't know because you changed all of the elements of the letter.

Why is it important to know what made the difference as long as it produced better results?

Because in some cases your changes will make your results worse AND you want to get ALL of the elements of your letter to be working at maximum effectiveness. The only way to do this is to test each element one at a time.

Test different headlines first and then pick the one that gives the best results. Next test the offer, and pick the one that gives the best results. Then test the price.

Take the best headline, the best offer, and the best price, combine them together and, more than likely, you will have the best possible letter or advertisement.

The Only Three Ways to Build Your Business and Increase Your Income

Marketing guru Jay Abraham teaches that there are three and only three ways to build your business and make more money. They are:

1. Increase the number of customers you have.
2. Increase the amount of money each customer spends with you.
3. Increase the frequency of repurchase.

Increase the Number of Customers You Have **Translation: Increase the Number of Sales You Make**

The only purpose of your marketing is to generate leads and then turn those leads into sales. Forget about trying to build an “image”. Unless you have the marketing budget the size of Coca-Cola’s, you’re not going to be able to create an “image” through your marketing.

You need to use the direct marketing strategies you’re learning to make more sales, period.

Increase the Amount of Money Each Customer Spends With You **Translation: Earn More Money from Each And Every Sale**

You can do this in two ways:

1. Increase Your Price: Before you instinctively say, “I can’t charge more than I’m charging now...My market won’t bear it”, remember that price affects the public perception of quality. People often equate low price with low quality.

You need to make sure your product is perceived as being unique and extra special first. If it is, try raising your prices for a month and see what happens. The results may pleasantly surprise you.

2. Sell additional things to your customers. I've harped on the concept of "multiple streams of income" so much that I'm blue in the face. Yet, a LOT of people still fight me on this.

It doesn't make sense NOT to sell things to your clients that are of benefit to them. For example, a pest control specialist could sell.

You are providing your customer with a valuable service while at the same time earning more money with less work! You're crazy not to do it.

Increase the Frequency of Repurchase **Translation: Make More Sales for the Same Customers**

Contrary to popular belief, customers will hire you more than once BUT *you* have to take the initiative and stay on top of them. I have a corporate client that has hired me three times this year.

You need to mail to your past customers more frequently. Send them postcards. Send them free tips. Send them a newsletter. Make them special offers. Keep in contact with them.

Service business owners should positively have a database of every job they did and when they did it and then mail to the clients the next year.

It should go without saying that you have to have a good service or product to get repeat business. Of course everyone won't hire you over and over again but, if a good number of clients don't hire you again and again, and you're staying in contact with them, it might be time to *really* examine your service or product.

In addition to generating repeat business you want to **maximize the value of every one of your customers**. One of the best ways to do this is by getting....

Really Powerful "Smack You Upside the Head" Testimonials

I really should have a rubber stamp that says, "Where Are The Testimonials?" because almost all of the promotional materials I get from business owners to critique either don't have any at all or they have one or two very weak ones.

You need to remember this and never forget it:

What Other People Say About You Is At Least 1000 Times More Persuasive and Powerful Than What You Say About Yourself.

A poorly written testimonial will do more for you then the best piece of copy you could ever write.

You need quality testimonials and you need a lot of them.

There is a professional speaker who has no brochure, no demo tape...NOTHING, but still closes nearly 100% of the prospects that call him.

How does he do it?

When a prospect calls him and asks for information, he gets one of those boxes that hold 500 envelopes and he fills it with copies of testimonial letters. He takes some black tape, wraps it around the box, slaps a label on it, and mails it out.

You may be thinking, "That doesn't seem very professional". But remember who gives a hoot whether or not it seems "professional". Remember that "image" is nothing. RESULTS are everything. And this guy closes nearly 100% of all his leads! (By the way he earns thousands and thousands of dollars per speech.)

Why is this so powerful?

Simply because someone may doubt one or two testimonials but it's a little tough to ignore 500 people saying how great someone is!

What someone else says about you is infinitely more power than what you say about yourself.

Bad, Good, and Excellent Testimonials

Believe it or not there are testimonials that can actually hurt instead of help you. Here are some examples of bad testimonials:

“You were the greatest.” - J.P.

“Copperfield’s got nothing on you.” - Mary S.

These are lousy because they appear to be fake. “J.P.” and “Mary S.” seem like fictitious people because you’re only using their initials. You at least need to use the person’s full name. Even better is their business name, and phone number if possible.

Here is an example of a “good” testimonial:

“Leku, everyone enjoyed your show and you were certainly impressive to all of us.” Kay Rhodes, Owens-Corning

Not bad, not great, but can be used. The company name is well known and this helps your cause.

Now here is a great testimonial (and this is the actual one I got faxed from my prospect after my meeting.)

“Leku is a marvel. His fast-paced and hilarious presentation at our recent staff meeting was an unqualified hit. His incredible feats of mental magic were a subject for conversation among our employees for many days afterward.

Leku has a remarkable ability to deeply involve his audience, both volunteers and spectators, in a most engaging and exciting way. Just a few moments of his dazzling wizardry and witty, lightning-fast patter were enough to rivet the attention of everyone in the room. And once he had that attention, his timing, humor and extraordinary skills never let it go until the final, mind-boggling feat was finished. I would recommend Leku without reservation to any group or company in search of sure-fire entertainment that will create a lasting memory and extremely positive reactions in all who experience it.” - Gary Wilson, Publicist, New Leaf Distributing Co.

If you were someone who was in charge of hiring entertainment for your company would you hire this guy with testimonials like these or someone with a four color brochure with which he tells you how wonderful he is?

The point is NOT that I'm so wonderful. The point is that you will increase your response and make a heck of a lot more sales when you have a ton of powerful testimonials. You canNOT over use them. If you have hundreds of them, use them all. You'll love the results!

How to Get Killer Testimonials

Very simply...ask for them. Send out an evaluation form with a self-addressed envelope and include a handwritten (if possible) thank you note.

"Thank you for your recent purchase. If it wouldn't be too much trouble, please send me a letter with your thoughts about my program, suggestions, successes, etc. I've enclosed a stamped envelope for your convenience. Thanks so much."

That's all I do and my closing ratio is nearly 100%. It's very easy to do. So start building up your testimonial file today!

A Great System for Making Sales Using Direct Mail and Telemarketing

I read about this strategy in a course by Peter Sun, a brilliant direct marketer from Australia. He calls it the:

“Phone, Phone, Mail, Phone Technique”

Here’s how it works, step by step. This technique is used for services selling to other businesses.

1. Call up a prospective company and ask who is in charge of making decisions regarding your service or product. Just get the name at this point and hang-up.

This is very effective on two different levels. First, you find out the name of the person to mail to and, as you know, this is vital. Second, you find out if the company is even *makes* decisions regarding your service or product.

A lot of mailings that people do are dead right from the get go because the prospect doesn’t have the need. If this is the case, I don’t care how good your sales letter is, it is going to the circular file!

2. Call back the next day and ask to speak with the person in charge. When you get them on the phone say something to effect of..

My name is _____. I’m a <your title> who has a created <your service or product> that is <something about your service or product>. I’ve explained exactly what I do in a one/two/three-page letter. Would it be okay to send that letter to you and call you later to see what you think of it?”

At this point they’ll either say “fine” or “we’re not interested”. Either way you’re in good shape. If they’re not interested, who cares? NEXT!

3. Mail the sales letter. (Peter Sun recommends sending it FedEx. Yes, it's expensive BUT the impact is dramatic AND it strongly positions you as someone who is serious and professional. Of course, if you're selling a \$125 product it might not be worth it. You need to decide for yourself.)

4. Wait a few days to make sure they've received your letter and then call them back to make an appointment for a sales presentation.

Be sure to follow the "outbound telephone script" included in the "Marketing Magic" course. It helps maintain your strong position as an in demand service provider.

If you don't get them on the phone, immediately send them letter # 2 in your sequence. Wait a few days and follow up by telephone again. If you still don't get them on the phone, follow up with letter # 3 ("final notice" type of letter.)

I still think the Kennedy idea of sending a sequence of letters is brilliant but you will increase your response and closing percentage by following steps 1-4 *before* you mail out letter # 2 and letter # 3.

Now, you might be thinking, "This sounds like a lot of work." On the surface it does but let's examine it a little more carefully.

Yes, it's going to take some time to call up a company and find out who's in charge of your service, BUT you need to do that even with my original strategy. One of the keys to making direct mail work is to find out the correct person to mail to.

The next step is to call up this person and, as I said earlier, to ask them if it would be okay for you to send them some information.

It's true that this is an extra step BUT you're closing percentage will go way up as opposed to just sending the mailing cold. You will have a lot less waste in your mailings.

Same with following up by telephone a couple days after you've sent the initial mailing. If you get to talk with the decision maker, you'll get immediate feedback about your proposal. This eliminates the need, in many cases, to send out additional mailings. Thus SAVING you time and money!

Remember also that you are not cold calling. I consider it to be "cold calling" when you call up a company, ask to speak with the decision maker, and then try to sell this person over the phone. In this case, you totally lose your position as being an expert and turn into someone who's begging for sales.

The technique we discussed positions you as a businessperson who is serious about his job. You're not putting pressure on anyone. You are not trying to sell anything over the phone. You will be respected by following this approach.

It bears repeating, that this technique is only applicable when you are fairly sure that the organization is or soon will need your services.

At other times during the year, follow the original strategy of calling to find out the name of the decision maker and then mail them a series of lead generation letters.

Are You Incorporated?

(Please note that I'm not an attorney or a CPA. The following advice is what I've found to be good for my business. Please consult the proper professionals before making any legal decisions!)

If you're not incorporated yet, I would highly recommend that you look into it.

There are a number of reasons.

1. Legal protection. In today's litigious society you can never be too careful. People will sue you over anything. In most cases, as a corporation, they cannot sue for your personal assets but only for your corporate assets. This means they can't take your car (unless it's in the corporate name), your house, or the money in your personal bank account.

You might be thinking, "Who would sue me?". No one probably but it's better to be on the safe side.

2. Tax advantages. If you're filing your taxes properly, you're probably getting whacked with self-employment tax. (If for some reason you are NOT filing your taxes in the correct manner you are playing on very dangerous ground.) As an S-Corp, you get money saving tax advantages not offered to sole proprietorships.

3. Other financial advantages. For example, hiring a family member to work for the corporation and then deducting their income as an employee expense, retirement account funding, etc.

Creating a Business Veil

Imagine this: You're a sales manager for a Fortune 500 company. You're organizing a national sales meeting and want to hire a top notch after planner. You have a choice between hiring, "Celia's Events", or "Lucid Leku, Vice-President of Custom Corporate Productions".

Just by looking at the names, which instills the most confidence in you? (By the way, "Custom Corporate Productions" is the name of my company and it is registered with the government, so please don't use it!)

Position Yourself as a Corporation That Gives Personal Service

This is a very subtle but important point. You want to create the perception that you're a corporation BUT you don't want to act like a big generic company. By this I mean you want to make sure that all your marketing is still personal; like you're talking one on one with each prospect.

A BIG mistake a lot of entrepreneurs make when sending letters to potential clients is they try to make them *sound* corporate by writing in second person.

For example, they'll write, "_____ has been a professional taxidermist for over 15 years. His realistic style and posing technique is guaranteed to make your trophy 'come alive.'" "

What you want to write is, "I've been a professional taxidermist for over 15 years. I guarantee that my realistic style and posing techniques will make your trophies 'come alive.'" "

You want to write as if you are talking face to face someone. You want to make all your correspondence personal. That's why you should hand write all your thank you notes.

You're communicating with only one person at a time so your communication should be personal. You can maintain the perception of being a corporation with your company's name, letterhead, stationary, business cards, etc. while still giving it a warm, personal feel.

One of my Lucid Leku "Doer" members bought my promotional package (\$39.95) that I send out to corporations. He called to tell me how much he liked it and how it seemed so professional, yet still "warm and personal." He couldn't figure out why. Now you know.

So don't try to sound corporate, cold, and generic. You can be warm and personal while maintaining your corporate positioning.

Mean Business

I recently finished reading an outstanding sell titled, “Mean Business” by Albert Dunlap. Mr. Dunlap is a “turn around specialist”. This is a CEO who specializes in quickly turning failing companies into profitable ones.

Mr. Dunlap is tough, brash, arrogant and most of all, gets the job done. You may not like him but you should read the sell. His strategies can be applied to any business, including yours.

In a nutshell, here are his core concepts and how they apply to us.

1. Put Together The Right Management Team. You want to surround yourself with a small group of people who challenge you. Don’t go with an easy crowd. They don’t have the ability to take you to the next level. Your “inner circle” should be made up of people who are focused on today and are successful.

2. Be And Have The Best: This means the best of everything. The best sales letters, the best phone scripts, the marketing, the best product...the best everything.

3. Compress Time: Get things done quickly by taking massive action. Set deadlines and do whatever it takes to reach them.

4. Pinch Pennies: Remember that cost is always the enemy. Attack costs by selling business assets that you no longer use. (You know that closet full of products that you were going to use as bonuses before you changed your whole line!) Review what it costs you in supplies, services, and materials. Shop for the best prices, negotiate everything, and don’t get comfortable with any one vendor.

5. Focus on Your Core Business: You should always be asking yourself these two questions:

“What market am I in now?” and “What market should I be in?” Have a single business focus. The idea is to have laser like focus and dominate your market area. If you do decide to diversify make sure it is logical. For example, a well-established tree surgeon could naturally diversify and start doing lawn care. Trying to get into the insurance or investments market would be a mistake.

6. Develop a sound strategy. Make quick decisions and then take quick aggressive action. Follow through and adjust your plan on the way. Have a clear vision for your business. Know what your competitive advantage is and exploit it. Determine how much you need to earn and how many sales that will entail making. Plan out what new products you are going to put together. Know what your actual expenses are.

Set a goal based on the 20-20-20 principal. Increase price by 20%, increase sales by 20%, increase repeat sales and/or referrals by 20%. These slight increases in all three areas will result in an exponential growth of your income

Think short term with an eye on the future. Plan for now. Have a *very detailed* one- year plan created in the context of a broader three-year plan.

Your goals should be simple and you should only have a few of them so you can focus. Don't stray from your goals. Check your progress on a daily, weekly, and monthly basis.

7. Marketing Is King. Replace ineffective methods quickly. This means not to get married to your ideas. You create a product that nobody wants to buy? Dump, it. You spent a ton of cash on a fancy brochure that doesn't sell. Tough, get rid of it.

Reposition yourself in the market so you can be the best. Offer two options for your programs. A deluxe, top of the line product and a regular one. Remember that there are always people who want the best and will pay for it.

Attack problems. Write them down and create a list of all the possible solutions. Evaluate each solution and then choose one of them. Immediately take action and adjust on the way.

The 10 Commandments of Small Business

1. If you use what you have, you have what you need.
2. Before you buy anything, ask yourself: Do I really need it? Can I buy it used? Can I borrow or rent it?
3. Everyday tell yourself: "I can't do it all." Then get help.
4. No matter how busy you are, take a break for lunch.
5. Everyday, see your business as others see it. Walk out of your office and walk back again.
6. Thank everyone you work with. Thank customers, clients and vendors for doing business with you. (And, as Tracey reminds me, thank your lovely assistants as well!)
7. Use first names if it's appropriate. People like the personal touch.
8. Take a few minutes at the end of each day to praise yourself for all that you have accomplished.
9. Forgive yourself for all your mistakes.
10. At the end of the day, write down all the things you have completed. Then, list the things you need to tackle in the morning.

(Excerpts from Jane Applegate's "Succeeding in Small Business: The 101 Toughest Problems and How to Solve Them" New American Library, New York.)

Market First, Product Second

Direct marketing guru Jeff Paul, implores people to find a viable market first and *then* develop a product to sell to that market.

Most entrepreneurs, (99.99999%?) go about a creating a product first and then tries to find people to sell it to. This is the traditional marketing model but you are not a traditional marketer! You are high-powered direct response marketer!

Niche Marketing-The Wave of the Future

Okay, here's one of my closely guarded secrets that I've never revealed before. If you want to make a LOT of money, rather easily, with almost no competition, find a niche market, learn everything you can about it, and develop a product and marketing materials specifically for that market.

Just to clarify, a "niche" market is defined as a group of people (companies) with the same interests. "Magicians" are a niche market. People who love "scuba diving" are a niche market.

So you want to find a group of similar organizations and create a product especially for them. Of course you want to make sure the market is big enough so you can make a bunch of sales and not waste your time. Here are some examples:

1. The Golf Magician: There's a guy in who only performs for country clubs and golf type events. He owns this market (and it's very lucrative). In fact, a few years ago we were competing for a show at a private country club. Guess who got the job? Right. I had no chance.
2. Business Opportunities for Stay-at-home Moms: Avon, Tupperware, Discovery Toys ring any bells?
3. How about being the gym owner who sells exercise classes to pregnant women?
4. Or the insurance company who markets to motorcyclists, like Geico is starting to do.

Think about it. Let's say that you're an automobile dealer and you're having a big promotional event. You get two proposals from ad agencies. Both of them are excellent.

One agency says that they'll put a full page color ad in Sunday's paper. The other agency says the same thing but they are the "car dealer's agency", ONLY do car dealers and they did the ads for your competitor down the road who kicked butt last month. Who would *you* hire?

This concept goes beyond specialization. Specialization means that you're a business owner who knows a market and is familiar with the needs and problems of that market. Niche marketing means creating an entire personality and totally customized marketing materials for a specific group of prospects. The difference is subtle but important.

How To Get The Most Out Of Your Marketing

1. Sell to people who have money.
2. Selling a high priced product or service puts the odds of being a successful marketer in your favor.
3. Your offer is king. You must make a killer offer if you're going to get results.
4. CSI– Your Central Selling Idea should be articulated in the headline of your letter.
5. The best format to sell with is a powerful direct mail letter.
6. You can increase the effectiveness of your letter by:
 - A. Including a copy of a newspaper article, magazine article, or a tear sheet about yourself.
 - B. Include your prospect's name in the headline at the top of the letter. (HOMERUN IDEA!)
 - C. Letters should be personalized, include the date, and look like they were written on a typewriter or word processor.
 - D. Utilizing a grabber such as a dollar bill will increase response in most cases.
7. Don't use bulk rate mail. ONLY mail first class.
8. Mail your letter or promo package to leads immediately, as fast as possible.
9. Avoid putting brochures in your letter. See tip 6A for what to include with your letter.
10. Never try to sell more than one product at a time.
11. Don't be creative. Model others and get rich.

I Guarantee You Will Increase Your Income by At Least 20% If You Follow This Simple Plan

If I could guarantee that you would increase your income by a minimum of 20% this coming year by doing something so simple and so obvious, would you promise to do it? Okay then, here we go.

Most businesses are so focused on generating *new* customers and clients that they fail to stay in contact with their *past* customers and clients. I am MAJOR guilty of doing this but I've resolved this problem. Here's how.

There are only three reasons why someone would stop hiring us:

1. They were disappointed in some way, either with our service or how we handled the business end of the transaction.
2. They no longer have a need for our service.
3. Through our neglect, they have forgotten about us.

Out of those three reasons, the only legitimate one for not selling us again is reason number two and we can even possibly overcome that reason as well.

So how do we reactivate these past customers? With a simple letter and "service options" enclosure.

The day after I sent out these letters, I received a call from one of my past customers who said, “I haven’t heard from you in awhile. I was so pleased to get your letter and I do need your service.”

You need to send some kind of correspondence to all your past clients every single month. It doesn’t have to be a letter. It can be a postcard, a newsletter, a magic trick, etc. Just stay in contact with them.

Another Way to Sell Products

Regardless of the type of service you have, you should be selling products. This is one of the basic keys to making a huge, stable income as a service provider. Kick Butt members who have taken this suggestion to heart are making great streams of additional income with very little work. Some are doing massively well while others are making an extra \$5,000 or so per year.

If you are not selling a product you are missing the boat. And the boat is full of cash.

Envelopes

CAN IT BE? B-PILE MAIL THAT WORKS ALMOST AS WELL AS AN ENDORSED MAILING?!!!

Before we get into this cutting edge strategy, let's review some basic direct mail terminology:

A-Pile Mail: Looks like personal mail. No company name, return address only. No label. Live first class stamp.

B-Pile: Referred to most often as "junk mail". Screams, "I'VE GOT SOMETHING TO SELL YOU!"

Endorsed Mailing: When you get your happy client to mail a letter endorsing you on his letterhead in his envelope to people inside his circle of influence.

Out of those three approaches, an endorsed mailing will almost always out-pull either of the other two. But what if you can't get your client to do an endorsed mailing for you?

If they gave you a testimonial and permission to use it, you can use this hybrid of B- Pile, and Endorsed mailings to get killer results. Here's how:

On the envelope, right under the return address, print your client's testimonial and then mail to prospects that are in the same industry. If you have testimonials from a number of clients who are in the same industry, print all their testimonials on the envelope and mail it to other prospects in their industry.

Here's a sample envelope:

John Smith
123 Anystreet
Anywhere, GA 30004

"Thank you for the outstanding job you did for our training sessions. All those who participated left feeling more positive towards their career challenges.

I recommend your program to any organization who wants to create more excitement and enthusiasm among their employees."

- Shelly McCosh
Training Director
United Family Life Insurance, Co.

Let's say you're Bob Jones. Are you going to open that letter to see what is inside? You better believe it.

How to Get Your Envelope Opened Up

When we create a direct mail piece, we naturally spend most of our time creating the materials which go *inside* the envelope and give very little thought to the envelope itself. This is a mistake!

Think about it. If the envelope doesn't get opened, it doesn't matter how good the sales letter inside is. The envelope is a key part of the marketing process. Remember that the only job of the envelope is to make sure it gets opened ... but it's a real important job!

As we discussed in the "Marketing Magic" there are two types of envelopes. The first type is an envelope that looks like personal mail (A-Pile) the second type of envelope is one that has sales copy, bullet points, etc. on the outside. This envelope clearly lets the recipient know that the letter inside is trying to sell them something (B-Pile).

Both of these types of envelopes can be very effective but I firmly believe that all first mailings should be in an A-Pile type of envelope. You want to make sure the recipient opens that envelope and the best way to do that is to make sure it looks like personal mail.

Now, since I wrote my course, I've discovered some subtle and not so subtle ways to increase the odds of the envelope actually getting opened

1. You should still have the address and return address printed in a courier type font but ...
2. Instead of just using your street address as the return address you should also include your name. NOT your business name but your personal name. So instead of using:

123 Anystreet
Anywhere, GA 30004

as the return address, I would use:

John Smith
123 Anystreet
Anywhere, GA 30004

The reason for this is that it makes it seem even more personal than just using an address without a name.

3. Now for the tip of tips. This might seem to contradict what I've been saying about making your letter look personal but I can tell you that it works like gangbusters.

In the lower left hand corner of the envelope type the following:

"I know that you are
 busy but if you would
 take a minute to read
 this URGENT & TIME
 SENSITIVE letter, I
 would greatly appreciate it.
 Thank you."

Then, take a yellow highlighting pen and highlight it.

Boy oh boy is this strong stuff. I've tested it and it works like a charm. How'd I test it?

I decided to write to a group of the busiest people on the planet that are notorious for NOT reading their mail - day care directors.

I mailed 20 letters and then followed up three days later with a phone. Get this... 17 OUT OF THE 20 DIRECTORS HAD OPENED MY LETTER AND READ IT! 17 OUT OF 20! Out of the three people who didn't read it, one was on vacation, and the other two I didn't get a chance to talk with.

Why is typing that simple phrase and highlighting it on the outside of the envelope so effective? Three main reasons:

1. The first sentence matches and mirrors what your prospect is thinking in his/her head, "Yeah, he's right. I am very busy." We talk a lot about matching and mirroring your prospects' thinking in the InfoMarketing Boot Camp Tapes. Basically you want to always "join in on the conversation" your prospect is already having in their head, when you write your copy. (Read that again. It's a MAJOR tip.)
2. The line, "Urgent & Time Sensitive", creates a great deal of curiosity and psychological pressure. Your prospect is subconsciously thinking, "What can he be talking about? I better at least check it out. It might be something I want and I sure don't want to miss out."
3. The highlighting makes your envelope really stand out from all of the other mail. It will get notice and it will get read.

Although this strategy isn't pure "A-Pile", it still has a very personal "feel" to it. Most importantly it works!

The Math

LET'S GET THIS STRAIGHTENED OUT ONCE AND FOR ALL

Response percentages don't matter; return on investment is what counts. Once again, response percentages don't matter; return on investment is what counts.

For some reason, many business owners don't get this. I'm not just talking about entrepreneurs either. I'm involved in a joint venture selling a marketing program to the day spa industry and I hear the same things from them as I do from service business owners. "I sent out a bunch of letters just like you said and only got a 1% or 2% response."

One spa owner sent out 400 letters to clients who hadn't been to his spa in over two years. Out of that "dead list" he reactivated 10 clients. He wasn't pleased with the results because he "only" got a 2.5% response.

First, a 2.5% response is very good in and of itself considering the fact that a client loses his or her value by 10% each and every month you do not contact them in some way. Read that again. *Every month you don't make some type of contact with your client, they lose their value by 10%*. This means that in 10 months, their value is zero. (Corporate marketers take note!) This spa owner hadn't made any contact with this particular list of clients in over two years!

Second, this spa owner did not look at the lifetime value of the 10 customers he reactivated. Let's assume, on average, his clients spend about \$75.00 per visit and return 4 times a year. (The actual numbers are much higher.) That means that each client is worth \$300 per year to him. So from his one mailing to 400 customers he has generated \$3,000 in income for just the first year. Even if he spent \$800 on the mailing (he didn't) his return on investment is huge!

How to Guarantee You Get the Results You Want

The reasons business owners are disappointed with the results from their direct mail marketing is twofold:

First, the success or failure of their campaign is based on the response percentage and not on their return on investment.

Second, they base their projections on unrealistic response percentages. “If I send out one hundred letters and get a 10% response, I’ll sell ten jobs and be happy.” You are setting yourself up for failure and disappointment right from the start.

The best way to virtually ensure that you will be pleased with the results you get, sell the number of sales you need, and make the amount of money you need to make, is to base your projections on a one percent response. There are some marketers, myself included for certain markets, which base their projections on a one half of one percent response! Yes, you’ll probably do better than half a percent or one percent, but if you base your projections on those numbers you almost guarantee your success.

When you make your projections, you need to take the following factors into consideration:

1. The cost of the list.
2. The cost of printing the mailing piece. (Envelope, letter, etc.)
3. The cost of processing the mailing. (Stuffing, sealing, stamping, etc.)
4. The postage costs.
5. What you get paid per sale/job.

Let’s look at an example involving “Mr HVAC Repairman”. He decides that he is going to do a mailing for air conditioning maintenance. Let’s assume that he has a \$1.00/piece mailing cost (this includes printing, postage, processing - everything), and he averages \$500 per job. He wants to make \$25,000 in income over the spring season. How many letters does he need to send?

If his average fee is \$500.00 per service, he needs to do 50 maintenance jobs (\$25,000 divided by \$500.00) to gross \$25,000. Based on a response percentage of one percent he would need to mail to 5000 prospects. This would give him a gross income of \$20,000 (\$25,000 from sales minus \$5,000 mailing costs.) Even at a one half of one percent response, his return on investment is huge!

There is no question that you can do much better than a one percent response by picking out the right list, mailing to the right people, at the right time, with the right offer, and by testing. BUT if you base your projections on a small response percentage, not only will you not be disappointed, you almost guarantee yourself that you'll be as busy as you want to be and make as much money as you want to make.

Ten Direct Mail Grabbers for Direct Mail Pieces

Just a quick review. A grabber is something you attach to a letter or enclose with a letter that is designed to catch (grab) your reader's attention. You should definitely test using grabbers. They can really boost your response.

1. **Aspirin** ... "Tax Season Headaches? I Can Help You."
2. **A Leaf** ... "Don't Fall For Bargain Priced Home Inspectors That Leaf You 'Out in the Cold.'"
3. **A Match** ... "A Really Hot Idea For Your Home Improvement Needs."
4. **Alka-Seltzer Package** ... "Is Planning for your Financial Future Giving You A Headache?"
5. **Tea Bag** ... "This Will Only Take You Three Minutes To Read So Sit Back, Relax, and Have A Cup Of Tea On Me."
6. **Fake Banana** ... "You're Driving Me Bananas! I've called you, written you, and begged you to get my free report, "<Your report>". Now I am going to get serious..."
7. **Mock Check/Gift Certificate** ... "Rather than spend money on advertising, I've decided to give it to you in the form of this gift certificate."
10. **Magic Wand** ... "The Secret To Making Your <your service> Problems Disappear."

Give some of these a try and have fun!

The Classic Direct Mail Package

The “classic” direct mail package consists of these four key elements:

1. The outside envelope
2. The sales letter
3. The brochure
4. The reply/order form

We talked about the difference between A-pile and B-pile mail in a past issue. I also shared with you my secret strategy about highlighting a message on the outside of the envelope. (By the way, subscriber George Franzen emailed me to let me know that he tried the strategy for his third mailing to libraries and he got more responses than he did from his other two mailings *combined*.)

Think of your sales letters as an army of salespeople. Remember to make sure your sales letter does a complete selling job, i.e., grabs the prospect’s attention, answers objections, makes an irresistible offer, and closes the sale. (I’m talking about complete sales letters NOT lead generation letters, of course.)

Your brochure is the assistant salesperson that reiterates the major benefits and features of your offering. It should be short and to the point.

Depending on what you’re offering, you may or may not use a reply form. If you do use a reply form it should be written in a “me” copy style. By that I mean it should be in the voice of your prospect. Here’s an example:

“Yes, Leku! I am interested in learning more about how your <your service> will make my <your service> easy and successful. Please call me at your earliest possible convenience.”

Take a look at your mailing pieces and see how they stack up against the “classic direct mail package”. If you’re not getting the results you desire from your mailing and you’re not incorporating all the elements, you might want to test it.

Corporate Lead Generation Strategy

W. Clement Stone once said that, “Little hinges swing big doors.” This means that a slight change can make a huge difference in your profitability. Here is one of those small changes that has worked very well for me. You might want to test it for yourself.

When mailing lead generation letters to corporations, instead of having a big, bold, headline at the *top* of your letter, simply use your letterhead (provided that your letterhead looks business-like). After the salutation, make the first sentence your headline. Here’s an example:

Original letter with headline at the top:

**Discover A Brand New, Breakthrough Way To
Immediately Increase Your Sales Reps Productivity**

Revised with letterhead at the top:

Dear «First Name»:

I am writing to introduce you to a brand new, breakthrough way to immediately increase your sales reps’ productivity.

I got a good bump in response by making this simple change. Notice that I’m still using a headline; it’s just repositioned in the letter.

Just one other quick note on lead generation letters. A lead generation letter should be short ... one page at the most. Remember that its only job is to get the person to respond. That’s it!

Postcard Marketing Made Simple

The lowly postcard can do wonders for your marketing efforts. Postcards, besides being inexpensive, are also very versatile. You can use post cards to generate leads, follow-up after mailing your sales letter, or turn them into mini newsletters you can mail to your clients.

If you didn't sign up for the teleseminar after you got the monthly update, you should have received a postcard from me reminding encouraging you to do so. (Oh, if you did miss the teleseminar - shame, shame. You missed a whole slew of NEW moneymaking ideas. Because it was so successful, I might repeat it in the future for those people who wanted to participate but simply couldn't.)

Anyway, I decided to send the second notice postcard at the last minute and didn't have time to bring it to the printer, label it, stamp it and drop it in the mail. Plus, I really didn't want to go to all that expense.

Here's how I got that postcard mailing out in record time, saved a bunch of money and how you can do the exact same thing.

I went down to my local post office and bought hundreds of pre-stamped postcards. What's great is that the post office only charges you two cents more than what the postage is. (They used to give you the postcards for free with you only paying the postage. Oh, well, it's still a good deal!)

I went home, got on my trusty computer and created the front and back of a postcard in Word. On the front of the postcard, I did a mail merge so the addresses of my customers who didn't register for the teleseminar would be printed directly on the card.

I ran all the postcards through my printer. Turned them over and ran them through the printer to print the back of the postcard. I took them out of the printer, dropped them in the mail, and then waited for the orders to come in.

Couldn't have been any easier or faster. Does that give you any ideas? Hope so.

Setting Your Fees For Maximum Profit

At the most recent bootcamp, a big discussion came up about setting fees and having a fee schedule. What do you do when a client calls you up, you give her the price of your program, and she says, “Oh, that’s all?”

Well, there are some tricky things you could do to try to get more money out of the client, but I prefer to be straightforward. I prefer to have a fee schedule and stick to it.

If the client has a bigger budget and has more money to spend you can add on other services, create a bigger package, or add on products. By doing this you’re giving them more value and not just asking for more money.

If you have your service priced at \$1,000 and it turns out that the prospect has \$5,000 in their budget to hire you doesn’t mean you should ask for \$5,000. The reason is that people talk and it will get around that you charged one person \$5,000 for the same service that you charged another person only \$1,000.

This comes down to your personal integrity. You have to do what you feel is right. This is just my opinion. Have a fee schedule and stick to it.

Discovering Your Prospect's Budget

What you can do is you can find out what the meeting planner's budget range is?

When you're on the phone with the meeting planner, you will say something to the effect of, "Well, Ms. Meeting Planner, we have a number of different packages that will really fit into any budget. We have packages that range between \$750 and \$1,200. We have other packages, companies that are fortunate enough to be able to invest between \$1,500 and \$2,500 in a program. And then we have some companies with larger budgets, who can invest between \$2,500 and \$5,000 in a program. Which of those categories does your company fit into?"

(Please re-read the wording and write out your own script. It's important.)

By finding out a budget range, you can structure a package within that range, without compromising your integrity or your fees. So if you charge \$1,000 for the service but they say that their budget is in the \$2,500 range, you don't simply say, "Well, my fee is \$2,500." You create a package for them, which includes, for example, your service, some extras. Basically you create a package for them that IS in their budget range. (Of course, you should offer packages that are below their budget range as well.)

The Proposal Letter

Because I want to be able to customize packages within a company's budget range, I do NOT include prices in my sales materials.

After I speak to the prospect on the phone and get details about their needs, I fax them a proposal letter that gives an outline of what's included in each package I am offering. Normally, I give them a choice between a Silver, Gold, and Platinum Package.

Although these proposal letters are for the most part form letters, they give the appearance of being customized. It gives the appearance that you are putting together a special package based on the company's requirements. And, in essence, you are doing that.

TO INCLUDE OR NOT TO INCLUDE PRICES IN YOUR SALES LETTERS

Whether or not you should include the price of your services in your sales letters and promo kits depend on who you are mailing to and what fee you're charging for your service.

In the past I did include a price sheet with my promo kit. Here is the procedure I now use:

1. I speak with a client on the phone and get all the details about his/her needs.
2. I tell the client that based on the information she has given me, I will put together a proposal for her outlining several "service options".
3. I then write a one to two-page letter describing a "Silver Package", "Gold Package", and "Platinum Package" option. I include the prices for each package in the proposal.
4. I then fax the proposal to my prospect.

This works wonderfully well. It makes you seem very professional and gives the appearance that you are creating special packages for your prospect's needs.

Truth be told, I have a number of form letters already prepared for the different service options I offer. The letter is personalized with the prospect's name and some other details that we discussed on the phone. It literally takes me five minutes to get the proposal together but the impact on the client is powerful.

How to Increase Your Fees

By Lucid Leku “Doer” Rick Allen

What prompted the main topic of this brief article was that while listening to the latest bootcamp tapes, the issue came up of what do you do when a client responds to your price with, "Oh, is that all?" or some other statement that indicates you've left money on the table. There was some discussion about add on items or just accepting that your price is your price. Lots of good thoughts. You even discussed it a bit in your January newsletter. In fact, your approach in the recent newsletter is in the same vein as mine.

First, I should explain that like most ideas this is not mine. It is actually adapted from a sales technique I learned from my mentor in my other business of photography. His name is Charles Lewis and he is also a student of Dan Kennedy, Jay Abraham and others. I also belong to his "Inner Circle." There are two things you should know about Charles Lewis:

- 1) He is a very "high-end" photographer. His family portrait sessions routinely sell in the \$3000 - \$9000 range with a single wall portrait selling for often in the \$4000 - \$7000 range. This is while most photographers are struggling to get sales much over \$500 per session.
- 2) Although his photography is very good, he can command the prices he does more because of his sales ability than because of his photographic ability. He is one of the best I've ever heard when it comes to phone technique.

One of Mr. Lewis' concepts is what he refers to as the "WHOPPER PACKAGE." This is a package so big, so packed with stuff, and so expensive that no one in his or her right mind would buy it. But then you don't expect to sell it. The WHOPPER PACKAGE has a different purpose. Actually several purposes.

The first purpose is one of positioning. Remember price determines everything. The higher price you quote, the better the client automatically assumes you are. Even though you don't ever sell this package, they don't know that.

Second, since you don't expect to sell this package you won't be disappointed or caught off-guard when they object to the price.

Next, it also allows you to enthusiastically describe all the possible things you can do. Once you've quoted the WHOPPER price you'll usually get a reaction ranging somewhere between

mild shock and coronary (assuming you've priced it sufficiently high for your market). Once they've told you this is out of their budget you can actually ask what their budget is.

Interestingly, they will now tell you. Before this, they never want to tell you their budget.

Fourth, in many cases, if you are talking with the person who controls the budget, you will have also changed their paradigm. They will very likely decide that their original budget was a bit on the low side.

Remember...The WHOPPER is not designed to actually be purchased. It should have everything plus the kitchen sink thrown in. For instance, my wedding photography whopper includes my traveling to anywhere in the world for two days to photograph the honeymoon. It's an expensive extra that sounds great to the client, but they don't feel bad about not getting it. Pricing should be significantly higher. If you want to sell a top Birthday Package of \$225, your whopper could be from \$300 - \$500.

For corporate work, if you're looking at wanting to sell your service for \$5000 then put your whopper at around \$8000-\$10000.

Using this technique, you will rarely "leave money on the table." It follows the research of Dr. Robert Cialdini in his sell INFLUENCE - The Psychology of Persuasion, where he demonstrates that it is better to start with your best and sell down.

Another side benefit is for your own mental image. To succeed you MUST make a sincere presentation of your WHOPPER package. When you do this repeatedly, you'll find yourself much more comfortable with asking for larger fees. Your self-image about what you are worth will go up. Eventually you'll be selling your service for the whopper prices and you'll have to invent a whole new WHOPPER package.

Here are a few other things you should know about this technique. It was really designed for in person selling after the client has made the decision to at least hear your sales presentation. When you use it on the phone you run the risk that the person will just say that you're too expensive and try to end the conversation. They don't even know there are lower cost options. You must control the conversation to discover what they really want and lead them to the correct package for them.

Quite often you'll get the conversation ending, "I'll have to check with my husband" (wife, boss, partner etc.). Here's a great technique to keep the conversation going. As soon they give you this stall for not making a decision, you say, "And what do you think they'll say when you tell them?" This leads into another round of conversation. It will also give you some insight into their mindset.

Like all sales you need to really paint pictures for the client the words you choose should work to put them in a "right-brain" emotional state. If your description of what your service will do for them creates the right feelings, those feelings will be transferred to you and help keep you from being just another service provider.

There's a lot more I could go into about phone technique but that would be the subject for another article. I hope this helps with the original problem though. At least it may spark some ideas for handling this situation and help us all get more adequate pay.

How to Whip the Low Priced Competition

George Franzen wrote me with a question that I know is on a lot of other service provider's minds. He said that there was a competitor in his market who was charging only \$70 for the service and that a lot of people were hiring him because of his ultra low price. George wanted to know how to handle it. Here's what I told him...

George,

First, I'd need to know how many sales you are losing to this competitor to see if you really do have a problem. By this I mean, if you're already completely filled up, who cares if he gets some sales. Remember that he has to make almost twice as many sales make the same money you make.

Let's assume that your competitor is really doing a number on you. Here's how to handle it:

1. Remember that there are always going to be people who buy solely on price. Nothing you can do about that BUT most people want the best value. You need to emphasize your strong points in your phone script. Your competitor doesn't have those features. You emphasize it by creating a phone script that allows your prospect to see, hear, and feel how you are going to make their lives easier with your service.
2. Position yourself as the "quality" program and your competitors as a cheap imitation. Of course, you would NEVER say that but rather subtly infer it. Ex. "You know Mrs. Jones, you can get some <your service> to come to your house for \$70 and they'll tell you that they do EVERYTHING under the sun. Now my program is designed to do one thing and one thing only.... Make sure that this is the <your service> you will remember as being easy and successful." Another way to subtly let your prospect know that you offer the highest quality program available is to somewhere in your ad write, "The Rolls Royce Of <your service>!". Corny? Yes. Effective? You betcha.
3. Offer a money back guarantee. The low price guy won't dare to do that!
4. Pile on the benefits and extra items that have a high-perceived value but don't cost you much, if anything.
5. Utilize take away selling. Say to the prospect, "Now Mrs. Smith, because I'm a bit more expensive than most of the other <your service> in town, I don't want you to sell me until you

call these two people who just had me <something about your service>. Ask them any questions you like so you can be 100% positive that my service is everything I say it is and more. And Mrs. Smith, even if you decide to hire someone else, I strongly recommend that you ask for references.” You basically tell the prospect that you won’t let her buy from you until she speaks with your references. (Your competitor probably won’t have a reference system set up and so if the prospect does ask for references and he says she doesn’t have any, it immediately raises a red flag.) Couple this with your money back guarantee and your competitor will be out in the cold.

Not Encountering Any Price Resistance?

Uh, oh...

I recently sold a corporate speaking job where I quoted a fee of \$1,500.00, which, in my mind, is pretty decent for a 45-minute job. Well, the woman on the other end of the phone practically fell off her chair! I asked her if that was within her budget and she said, “Oh my goodness yes!” What an ugly feeling I got in the pit of my stomach. How much would they have been willing to pay?

I then went back to my reasoning that you shouldn't charge different people different prices because they have a bigger budget and that you should only charge what your service is worth.

While all of that is true, I also had another insight. Hey, maybe I *should* be charging more and maybe my service is worth more than I think.

How about you and your service? If people are showing very little price resistance and coming up after your service telling you that you were the best they've had in years, maybe it's time that you raise the value of yours *in your own mind* and start charging more— maybe a lot more.

Just something to think about.

A \$1,000,000.00 Per Year Idea

I recently spoke at a meeting. In the audience was Anton Zellman. You may have never heard of Anton but he is one of the most successful, if not the most successful, trade show workers today. Anton makes 7 figures per year. Yes, I said *seven* figures.

Guess how many clients he has? 100? 200? 300? Nope. He has TWO (2) clients! *Everything* he does is based around the specific needs of his clients. He is *totally* client focused. He treats everyone in his client's companies with respect and as a friend.

At Christmas time he sends all the people in the company who are even remotely involved with him a beautiful Christmas gift. And get this; the secretary gets the same great gift as the CEO.

Is it any wonder that he maintains his clients for a long time?

How to Easily Make More Money from Each Job You Do

We're going to talk about how to dramatically increase the average amount of money that you make from every service that you do. Jay Abraham talks about how there are only 3 ways to grow your business. The first way is to increase the number of customers that you have. In our case, it would be the number of services that you do. The second way is to increase the amount that you get paid for each service that you do. And the third way is to do more services for the same group of people.

Most of us focus primarily on how to get more services. That is only one part of the equation. That's one building block for growing your business. We need to focus on the second and third ways to grow our business as well.

Once you've got your prospect to agree to your service and your price, you should then try to add on additional features. (It's very important before you try to add on any sales; you get the main sale locked in.)

Here are a couple of examples:

Now you can add on additional services

Depending on your service area, you can add on offers for related services. If you are a house painter, you can offer home inspection, roof repair and foundation repair. Now, you may be saying, "Wait a minute, I don't know how to do those things." It doesn't matter. What you do is set up joint alliances with other businesspeople, someone who DOES. You and the other business owner negotiate ahead of time that if you are able to provide them with a client, they agree to pay you a commission fee for your trouble. What other joint alliances can you set up with other people? Here are some ideas to get your brain percolating:

- Physical therapist could set up an alliance with menu planners, fitness trainers, recreational instructors, etc,
- Home improvement providers could work with roofers, painters, lawn care specialists, HVAC service/repair technicians, etc,
- Party planners could offer catering, decorating, entertainers, rental facilities, etc

By forming joint ventures with other related businesses you create a type of complete, one stop business for your field. Keep in mind that you are not providing the food, inspecting the roof, or teaching yoga (unless that IS your service). You are simply packaging these services together and adding an extra fee for the service.

Add on sales will dramatically increase your income.

You see, the goal is not to just do more services. At this point in my career, I want to do less and less jobs but make more money. When I got started, I wanted to do as many jobs as I possibly could, knowing full well that the more jobs that I did the more referrals it would generate. The more referrals I got, the higher I could charge for my service. But now, I'm at the point where I don't want to do a lot of jobs. I just want to get a lot of money for doing them.

HERE'S PROOF THAT THIS REALLY WORKS

I got a neat letter from one of our members. He wrote, "Leku, I've used your materials, and I've noticed that I hadn't done any more jobs than I did in the last year. But, I've increased my income by 50 percent." Why? Because he took the strategy of adding on just simple things; related products, or other services.

There's no reason why you can't put together a kit or care and sell it to your client for them to keep or giveaway. Customize by putting the company logo on the cover. Use your imagination!!!!

How To Raise Your Prices Without Losing Any Sales

In a recent telephone consultation I had with David Kendall from Australia, he asked how he could make more money from the jobs he doing without losing out on a lot of jobs.

The answer is simple: Package selling.

In my course, I talk about the importance of creating multiple packages for your prospects to choose from. I say it's important because it gives your prospect a choice between something and something instead of something and nothing.

Package selling has another important function, though. It gives you the *opportunity* to get big fees if your client can afford it and wants your super duper service. By offering packages in all price ranges, you also eliminate the problem of someone not being able to afford you.

When you offer packages at different prices, you give your prospect the opportunity to decide what they want and how much they want to spend.

Never assume that you know what your prospect wants or is willing to spend. You may think that charging \$495 for a particular service is a lot of money but your prospect might not. Remember that for many people, money isn't the main issue, quality is. They want the best service that they can get. They want to buy the best thing that you have. Why not at least give them the opportunity to get the best thing that you offer?!

Regardless of what type of service you do, always offer packages in different price ranges. You'll be pleasantly surprised at home many people pick the biggest package you have.

Why Raising Your Fees Can Kill Your Business

There are a lot of guys who'll tell you "charge a lot more" and "raise your fees!" You hear stories about people who are getting \$5,000 a day for their services. Sure, there are a handful of people making this kind of money but most of us, myself included, are not.

Many people think, "If Joe Blow can make that kind of dough, so should I!" What they fail to realize is that Joe Blow has been doing this for 20 years, that he started doing his stuff a lot less, built his reputation and that now he's the absolute best in the business.

Sure, I talk about Robert J. Ringer's "Leapfrog Theory" a lot, but reality is that building a business takes time. There's no question that you can speed up the process, but it still takes time.

When you raise your fees too quickly you may find yourself out of work just as quickly. Yes, you want to make as much money as you can but you don't want to price yourself out of the market. You hear that a person is making \$300 in NYC doing the same thing you are so you decide to raise your price to \$300 because you're just as good as she is. Problem is you live in Cowlick, KY. Problem is you don't have pictures of yourself working for Bruce Springsteen and Michael J. Fox like that other person does. You just priced yourself out of the market.

You hear that a mediocre tile floor installer just sold a 4,500 square foot Vecchia Italia Porcelain tile floor for \$90,000 installed, so you decide to jack up your price. Problem is you didn't know that this is the ONLY floor the guy has installed for the entire year. You also didn't know that because you jacked up your price, you just missed out on the 30 floors at \$4,500 you would have sold.

In my opinion, it is far better to have a lot of sales lined up that don't pay as much as opposed to one or two mega sales. It gives you much more security. If you have 30 sales in a month at \$200 bucks a pop and one of them falls through, it doesn't even really register. On the other hand, if you only have two lined up at \$3,000 and one of them falls through, you're going to really feel it.

Also keep in mind that the more sales you make, the more sales you will make, and the more sales you make will lead to more opportunities to get the mega priced sales.

Big Fat Juicy Back Ends

In direct marketing “back end” is a term used to describe the additional sales you make to your customer after the initial sale.

As a marketer, your greatest profits usually are derived from your back end sales. This is due to the fact that the most expensive part of the marketing process is acquiring a customer. Once you have a customer, it costs almost nothing to sell them additional services. So sales, after the initial sale, are almost pure profit.

Arggggh! Good Grief Charlie Brown!

This seems to be a BIG problem a lot of our members are having. A *big* problem. Almost every sales letter I critique has a very wimpy and weak offer.

Get this: You must have an irresistible offer if you expect to get any response from your mailings and your marketing.

MARKETING IS MARKETING IS MARKETING.

It does NOT matter if you're selling financial services or if you are a chiropractor. The basic principles are the same. And one of the most basic principles is that you have to create great offers to get people to respond.

A major problem people are having is making the distinction between their service and their offer. Your service is only one part of your offer; it is not the entire offer in itself.

Describing what you do in your service and the benefits of hiring you is only one aspect of the offer.

Here are the main areas that make up an offer:

1. Your Service Options
2. Bonuses
3. Guarantee
4. Price

You have to be strong in each of these areas if you want to have a high closing percentage or "conversion rate" as it's called in direct marketing. Which brings up another point. If you're getting a bunch of leads but you aren't closing them, then you are missing one of the four elements listed above.

Occasionally I get people telling me that direct mail doesn't work. They say that they sent out lead generation letters, got a bunch of leads, but didn't convert any of the leads into sales.

Well, there can be a number of reasons for this: One you could be mailing to a prospect that isn't ready to hire you right away. Two, your lead generation device may not be qualifying

who you want to respond; therefore, you are getting a bunch of unqualified leads. Three, your offer might suck. It is NOT because direct mail doesn't work. It most certainly does work.

Let's go over each of the four areas of creating a killer offer in a little more detail:

YOUR SERVICE

When you describe your service in print or on the telephone you must get people to clearly experience the emotions associated with it. I get a lot of copy that sounds like it came right out of a dealer's catalog. For example, "I clean the dust and mold from your air conditioning ducts." *Snore*. Who cares? Not me and definitely not your prospect.

It's okay to describe certain service you provide as long as they create an emotional picture in the minds of your prospect.

For example, explain that you will provide for a healthier environment by removing allergens & pollutants from the ventilation system. Why? It creates a visual image that they can latch on to. BUT, do NOT just *say* that you remove these irritants; add emotion to the description of the illusions by putting your prospect's family into the mental image they've created.

You might say, "And one of the most important functions of my service, which really benefits the entire family, is allowing you to live in your home, knowing that your home environment is free from irritants, allergens and pollutants."

Now compare that to just saying, "I clean your ducts". Which has more impact? Notice I'm talking about the exact same service but describing it with emotion makes all the difference in the world.

I create emotional power and intensity by not only describing what I do in a dramatic way but also by putting a human being into the picture. This is a strategy I've never revealed before and I hope you understand the immense impact it has.

Remember, it's more important to give your prospect the experience, the emotions, the feel of your service than to just describe individual jobs you do.

BONUSES

How many service businesses do you think offer a bonus or multiple bonuses as part of their service? Very few.

Adding bonuses will dramatically increase your conversion rate. People love to get free stuff. If you notice in all the offers I send you, there are bonuses. (Remember that marketing is marketing.)

In the past, I've given you ideas about what types of bonuses you can offer so I'm not going to spend a bunch of time on it here. Suffice it to say, you want bonuses that have a high-perceived value, don't cost you a lot, and will help lead to other selling.

Keep in mind that a bonus doesn't necessarily have to be a physical product. You can also offer services as a bonus.

For example, a motivational speaker could offer to do a mini sales training seminar for all the sales people who will be involved with a particular product. This bonus would cost nothing, has a very high-perceived value, and could lead to doing full training workshops.

It doesn't matter what type of services you do, you can and should add at least one bonus or better yet multiple bonuses to your offer.

GUARANTEE

Want to increase your conversion rate? Gotta add a strong guarantee. The stronger the better. I know this is a radical concept most service businesses wouldn't have thought about before getting my course, but it works.

The objection I get from some business owners is by stating a powerful guarantee, you put into the mind of the prospect that your service *might* not be good and that there's a possibility they'll look bad because they hired you.

Rubbish! Don't you think your prospect is already thinking that? Don't you think this is already their major concern? Of course!

When you offer a guarantee you lessen those fears, you do not create them. Those fears are already there.

I always explain why I'm making such a strong guarantee that my "competitors wouldn't dare make." I say something to the effect of, "I make such a strong guarantee so you can feel completely confident in your decision to use me for <your service>. Also, in my 12 + years in business no one has ever, ever requested their money back. Here's what a few of them have to say..." Then I go on and list some testimonials.

The other concern is that people will take advantage of the guarantee. I can honestly tell you that no one has ever taken me up on my guarantee. Why? I do a damn good job and deliver more than I promise! You should only be nervous about offering a guarantee if you don't have a good service.

Guarantee it baby, guarantee it.

PRICE

Yup, price is an important part of your offer but again many business owners just gloss

over it, don't give it much thought, and simply state how much their service costs. This is a mistake.

Now keep in mind that I'm not talking about how much you should charge. That's up to you. What I'm talking about is how you structure the pricing of your service and how you present it.

First things first. You should almost always offer multiple packages. At least two and no more than three. Give people an option of choosing different services in different price ranges. Give those packages a name as well. If you're not offering multiple service options, do it immediately. I can almost guarantee you you'll see a bump in your conversion rate and in your income.

Second things second. Before you tell the prices of your packages, it's wise to explain what the total value of your service is. The total value encompasses what your service is actually worth, including the bonuses.

So you could say something like, "Typically an 8-week training program, including nutritional analysis, BMI, health history, cardio and personalized workouts would be \$4,000 but if you sign with me within the next 21 days, and choose one my 3 fitness packages, I'll throw in my "Consciousness of Purchase" program which will not only make you healthier but also save you money."

At this point you would go on to describe the three packages you are offering. Of course even the most expensive package should be significantly less than the "total value".

Speaking of pricing, why not include a super-duper blowout mega high priced package? There are some prospects who will choose this package and you only need a few of these to make a significant increase in your income.

The bottom line is this: Think about creating irresistible packages and NOT just about selling your service. Not only will you make more money you will also close more sales.

A Sneaky Way to Drive People to Your Website

At a recent boot camp of mine, Jon Jenson revealed a dynamic idea for using your website as a marketing tool. John suggested that you give away free magic tricks at your services, but without the instructions. The free trick could be anything, but do NOT include the instructions. You can find them on-line or in catalogs. You can even tie the trick into your marketing by printing “We’ll do magic for you!” or something along those lines.

This is a dynamic service marketing tool! Instead of instructions, you give them your web address and explain that the secret for doing the trick is revealed on your website! So the person who has the trick has to go to your website in order to get the secret for the trick.

Thanks Jon! You da man!

How to Use Email to Make Your Life Easier

Mr. Low Tech has some ideas about using this new fangled (!) email thing to make your business run more smoothly.

5. Confirm your services by email. This is especially good in the corporate market. A week or so before your job, email your client confirming all the details. Ask them to email back to you any changes and to confirm everything with you. You'll save a LOT of time doing this instead of calling to confirm and then having to play telephone tag.

2. Thank you notes. CAUTION! I still highly recommend that you handwrite thank you notes after you do a service but you can send email thank you notes in the following circumstances:

- a. After you do a live demo
- b. After you send a proposal
- c. After you talk with someone on the telephone

6. I saved the best use of email until the end. *Email your evaluation form to your client.* Think about how beautiful this concept is.

First, it's easy. No need to address an envelope and mail it.

Second, you get it to your client instantly while your work is still fresh on their mind. (This may or may not be such a good thing depending on how well you did!)

Third, responding to your email is extremely easy for your client. They can do it while they're thinking about it.

Fourth, you'll get a higher return rate. Email still generates a feel of a pressing need to most people. They feel like they have to respond and that they have to respond now.

Here's an important tip: Do not send your evaluation form as an attachment; send it as a regular email. If your client doesn't have the program you sent the attachment in, they won't be able to open it.

Moneymaking Resources & Freebies

If you use the strategies you just read about in this sell you will be successful. It's that simple.

However, there is saying that reads, "School is never out for the real pro." This means that you have to be constantly discovering the newest and best ways to sell yourself.

The following are some resources I feel are vitally important to you and that you should check out immediately:

Your Marketing Department In A Box

This is my foundational marketing program for people who are serious about creating a flood of customers and making a lot more money. Over 1,000 business owners from around the world have profited from this breakthrough program. If you don't own this program you are probably missing out in thousands of dollars each year in additional sales.

Go to www.GetMoreCashNow.com/box to discover more about this exciting program.