

MONEY | MINDSET | MARKETING

SMALL BUSINESS

— BREAKTHROUGHS —

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PLUS
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WITH ADRIAN ULSH

DOUBLE YOUR PROFITS WITH
WALLY CARMICHAEL

WE ARE DEDICATED TO THE GROWTH AND SUCCESS OF BUSINESS OWNERS

Message FROM THE EDITOR

One step at a time...

You'll find nothing in your local restaurant that was there 25 years ago. Every grill, pot, pan, vegetable (hopefully), knife, slice-and-dice machine, etc... have been changed and improved over time.

Your office is the same. Everything has been upgraded and reinvented multiple times. Small incremental improvements over time. Adopted.

Ironically, every one of those improvements was met with tremendous resistance.

Gmail upgraded recently and I read in twenty different places about the frustration. Critics, skeptics and those that simply refuse change.

But this is how the world improves.

One step at a time.

Does this sound familiar? You're at the gas pump and the automatic sensor clicks the pump off at an odd number like \$67.74. You (or the attendant) add another 26 cents to round it off to \$68.00.

Why?

The 26 cents is hardly worth the time. The extra gas will not get you any further. It's not going to lengthen the time between fill ups.

It's not any easier.... and you're using a credit card so it's not like rounding up matters.

Plus... it's more likely to damage the paint on your car when the gas inevitably pores over and the extra fumes can be damaging to your health.

Why do you do it?

1. Habit
2. Your need for control

These are the same two things that stop you from accepting the upgrade to your phone and the changes that improve your life.

Get out of your own way and adopt change as your habit.

It's all psychology.

Obsessed with your success,

Karl Bryan

Editor in Chief



SMALL BUSINESS — BREAKTHROUGHS —

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DOUBLE YOUR PROFITS WITH WALLY CARMICHAEL

SMALL BUSINESS BREAKTHROUGHS MAGAZINE (SBBM): Today we're here with Wally Carmichael. He is a business coach and top marketing strategist that knows and understands the fundamentals and principles that helps small business owners see dramatic and immediate increases in both their revenue and profits... no matter what type of business or industry you're in.

For everyone reading that owns their own small business... how would you like a simple, proven and tested way you can double your profits with little time, effort or expense on your part? In fact, what if you could discover a formula today that would create massive exponential growth for your business... starting immediately?

If you ask any small business owner what they need most in their business, you get the same two answers every time... more customers and more revenue.

But here's the problem. What does it take to produce more customers and more revenue? And how can you do it consistently? That's why Wally is here with us today. Wally, welcome.

WALLY: Thanks, it's a pleasure to be here. Listen, you just asked a great question... so let's dive right in and give your readers some cutting-edge information they can use in their own business. You mentioned the two top "hot button" issues we constantly hear when speaking with small business owners... customers and revenue. Let's simplify this somewhat and focus first on customers. First, you must generate LEADS... and then you must CONVERT those leads into customers.

By breaking down the end result into leads and conversion, you can now put together a strategic plan of action to attain that end result. As for revenue, once you generate leads and then convert those leads into clients, those clients will pay you a specific price for what you sell. And the price you charge should always be based on the value you provide. So price and value are the first two components in the revenue equation. But it doesn't stop there.

SBBM: What's next?

WALLY: Well, you have expenses to pay... and those expenses come directly out of that revenue you just generated. So the next revenue component to consider is your margin. How MUCH of that revenue do you actually get to put into your pocket? But you're still not done. If your customer only buys from you one time, you're right back where you started. Now you need to generate a new batch of leads and convert them into clients. It becomes a never-ending cycle.

SBBM: That sounds about right... and that's certainly frustrating to a LOT of business owners. Can they do anything about that situation?

WALLY: Absolutely... what if you could compel your clients to increase the number of transactions they complete with you year after year? Instead of one and done as we say, what if you could increase the number of times they buy from you? Think about it like this. If you could find a way to get just 25% of your current customers to buy 5 times from you every year instead of just once, your total annual revenue would double. But most business owners focus solely on gen-

erating more leads... instead of finding ways to get their current customers to spend more money with them. But here's what EVERY small business owner needs to know and understand.

It's known as the 80 / 20 rule... and here's how it applies to small business owners. 20% of what small business owners do every day actually produces 80% of their total revenue. In other words, there are only a few things that generate the vast majority of the revenue we make each day. Over years of working with business owners, we have discovered what makes up that 20% that all of us should focus on exclusively.

SBBM: Hold on a minute. Everyone, if you don't have a pen and paper in front of you right now, you might want to grab something and write these down.

WALLY: OK, here we go. There are just five critical areas that every small business owner MUST focus on in order to build a multi-million dollar business... leads, conversions, transactions, pricing and profit. Let me use specific numbers to illustrate exactly the importance of these 5 areas.

In order for you to double your profits and create exponential growth, you have to start with a baseline. That means you have to know your current numbers in each of these critical areas. So you first need to work out exactly where your numbers are right now. Once you have them, you can work out what you need to do to double those profits and make sure that you spend your time doing what you should be doing.

Let me give you an example and I'll start with leads. Let's say your current baseline is 1000 leads per year. Your conversion rate is 25%...

meaning one of every four people you sit in front of agrees to buy from you, so that means you convert 250 of those 1000 leads into customers.

Let's also assume your number of annual transactions per customers equals 10. So each of your 250 customers buys what you sell 10 times every year. Let's further assume your average price is \$100. So your 250 customers are buying a \$100 product or service from you 10 times each year which equals total annual revenue of \$250,000.

However, you have to subtract out all of your expenses... including rent, mortgage, salaries, marketing, cost of goods and so on. Taking all of those into account, let's assume your profit margin is 25%... so of the \$250,000 in sales, you're only left with a profit of \$62,500. The goal now is to find a way to increase each of these 5 critical metrics for your business.

SBBM: So, you're saying that instead of living in a constant state of overwhelm as most business owners seem to do, these 5 areas can actually have a tremendous impact on their business.

WALLY: Exactly! Let me show you what I mean. Let's start with leads. Did you know that there are 30 separate and distinct strategies that can dramatically increase your leads? And they're all field-tested and proven to work.

SBBM: Could you give our readers one of them?

WALLY: Sure. One of the most effective and powerful ways to generate leads today is through a targeted direct mail campaign. A campaign means multiple mailings since a single mailing seldom produces positive results. Unfortunately, most business owners never attempt a direct

mail campaign because of the expense involved.

However, if you know that one new customer brings you \$1,000 ten times a year, then you know you'll make \$1,000 from each customer you generate. Suppose you decide to test direct mail. Let's say you elect to initially mail to 25,000 prospects. You can send direct mail today for around 60 cents each. So 25,000 prospects at 60 cents each means you'll invest \$15,000 for that mailing. A typical 4% response rate produces 1,000 new leads. And if we stick with our original 25% close rate, then we know we'll get 250 new customers who each bring us \$1,000 of revenue, for a total of \$250,000.

And if your profit margin is 25%, then your profit is \$62,500... so you've obviously made substantial money from this campaign. But consider this... one of the strategies I teach my clients allows them to execute a direct mail campaign to as many homes as they want to target, and do it all for FREE! All this strategy requires from the business owner is a minimal amount of their time.

SBBM: You're kidding! That sounds too good to be true.

WALLY: Marketing is an infinite subject and we're only limited by our imagination and our experience. One of the great advantages of being a student of marketing across multiple industries is that you begin to see solutions which are normally hidden to people who only operate in a single business model. Think about it... if you're a building contractor and you've been operating in that space for 25 years, how could you possibly know all the ways that a dentist in Australia markets his business, or a car dealer in Japan? Experienced business coaches bring an outside

perspective to their clients... and these fresh insights give their clients the ability to outperform the competition... and in most cases...to completely dominate their market.

SBBM: I see what you're saying.

WALLY: What if I could show a business owner how they could double their number of leads using a networking strategy? Or how to implement a no-cost yet highly effective referral program? Or how to set up lucrative strategic endorsement partnerships where other business owners sell your product or service on your behalf? Or perhaps you would like to use a presentation strategy where you host an online presentation highlighting what you do using a webinar or teleseminar? Or how about a comprehensive internet marketing campaign using Facebook or LinkedIn?

These strategies are just a drop in the bucket when it comes to helping you generate all the leads your business can handle. But whichever one or more of these strategies you elect to use for your business... do you think most small business owners could conservatively generate at least 10% more leads by using them?

SBBM: That certainly sounds reasonable. Can you apply this to the example you just gave us?

WALLY: Sure, instead of generating 1000 leads per year which was our original number, would you say that conservatively you could easily generate 1100 leads per year? That's just 100 extra leads a year, or just 2 leads a week. And remember, that's leads... NOT customers.

Consider this example. Have you ever met a real estate agent? When you ask them what they do,

they all say... “I sell real estate.” That’s not very compelling is it? In fact, when a prospect hears that, they basically think “so what!” There’s NOTHING there to make me want to engage with that agent.

But real estate agents like to network. So let’s say an agent goes to networking events and proclaims to everyone they meet that “I sell real estate.” Let’s assume that for every 10 people that hear that agent say that... 1 person becomes interested and wants to talk with them about possibly selling their home.

But now consider this... instead of telling people that “I sell real estate,” suppose they said this: “I help families buy homes larger than they thought they could afford.” Or suppose they said this: “I can sell any home for top dollar within 29 days... and if I don’t... I sell that home for free!”

Out of every 10 people that hear one of these statements, how many of them do you think might respond now?

SBBM: Oh my gosh, I would think anyone even remotely thinking about buying or selling a home would want to know more from that agent!

WALLY: Of course they would. But let’s stay conservative and say just 2 now respond to them. That’s a 100% increase in leads... just from changing one sentence coming out of their mouth. So my question now is this. With 30 powerful and proven lead generation strategies available to help small business owners generate more leads, would you agree that just a 10% increase in leads is an ultra, ultra-conservative figure?

SBBM: Heck yes. That’s kind of a no-brainer!

WALLY: Good... so that takes care of leads. Now let’s tackle that second critical area... conversions. Your conversion rate is where a prospect becomes a customer or a client. They agree to buy what you sell. This simply means you found a way to compel their decision making process so they chose you over your competition. What if we could help you convert your leads... and close the sale... at a rate that’s just 10% more than you’re doing right now?

SBBM: Give us some examples.

WALLY: What if I could teach you how to write powerful marketing and advertising copy... along with persuasive sales scripts... and have you write all of them better than 95% of all copywriters alive today? Then what if your copy was so compelling and persuasive that it would position your business as the ONLY logical choice for your prospects to buy from?

SBBM: You can do that?

WALLY: Not just that. Suppose I could give you a strategy that would teach you how to add so much value to what you sell that you could charge even more than your competition charges and your prospects wouldn’t think twice about paying you that amount? And what if I could teach you how to completely eliminate any barriers to entry for your prospects... and how to create irresistible offers that practically force your prospects to buy from you? And perhaps most important, what if we could hand you an entire drip campaign for your prospects who don’t initially buy from you?



SBBM: Well that’s certainly an impressive list? But tell our readers, what’s a drip campaign?

WALLY: A drip campaign is a series of follow-up communications... usually email or direct mail that continuously nurtures your prospects until they’re finally ready to make the purchase. Did you know that the typical prospect doesn’t buy until they receive a minimum of 6 marketing messages from you? If you’re in business today, are you currently sending out a minimum of 6 follow up messages to your current prospects? If not, you’re leaving a fortune on the table.

SBBM: I bet a lot of business owners have NO idea!

WALLY: So now the big question. With all of these conversion strategies working for you, would you agree it should be easy to increase your conversion rate from our original 25% to

perhaps 35%? That’s actually VERY easy to do! But as we did with leads, let’s keep our numbers ultra, ultra-conservative. Would you agree that conservatively you would have NO problem whatsoever increasing your conversion rate a meager 10%... from 25% to 27.5%?

SBBM: I think that’s TOO CONSERVATIVE!

WALLY: I know, but let’s use that low number anyway. So now we’re converting 27.5% of our 1100 leads which totals 302 clients. Remember... we started at only 250 customers... and now we’re at 302.

SBBM: Cool. So what’s next?

WALLY: Now let’s increase our number of transactions. Let’s implement a series of strategies that will compel our clients to buy from us more often. Let me start with a real life example. Last

week, I got the carpets in my home cleaned. I had the company clean just four rooms... and paid the guy \$120. And that was the end of the transaction. There was no process in place to try and get me to do business with them more often. All the crew chief said to me was this... "If you have any friends that need their carpets cleaned, please let me know."

Now, to be honest with everyone, I hadn't had my carpets cleaned in over 2 years... and they really needed it. So what do you think I might have done if he'd suggested to me that I should enroll in his Gold Program and he'd do them for me 3 times a year at a special price?

Now I know I'm going to get my carpets cleaned again, but it doesn't mean I'm going to choose him. In fact, truth be told, the ONLY reason I used him over anyone else is his company offered a Groupon that caught my eye. I didn't know this company from a hole in the wall. But now that I hired them, they have the opportunity to get me on the hook for 3 cleanings every year, rather than coming once every 2 years. And if using that strategy gets just 1 in 3 people to sign up for that, then that company just doubled their sales.

SBBM: That's amazing. Got another one?

WALLY: Sure, how about a florist. Most guys buy flowers for their better half once a year... if that. Suppose we could teach a florist how to set up a continuity program called "Lover of the Year" where a guy could come into the florist shop once a year and select a pre-arranged package of flowers, gifts and cards... each targeting a special date that calendar year for his better half... such as Valentines Day, Mother's Day,

her birthday, their anniversary and perhaps one day as a special "out-of-the-blue, just-thinking-of-you" day.

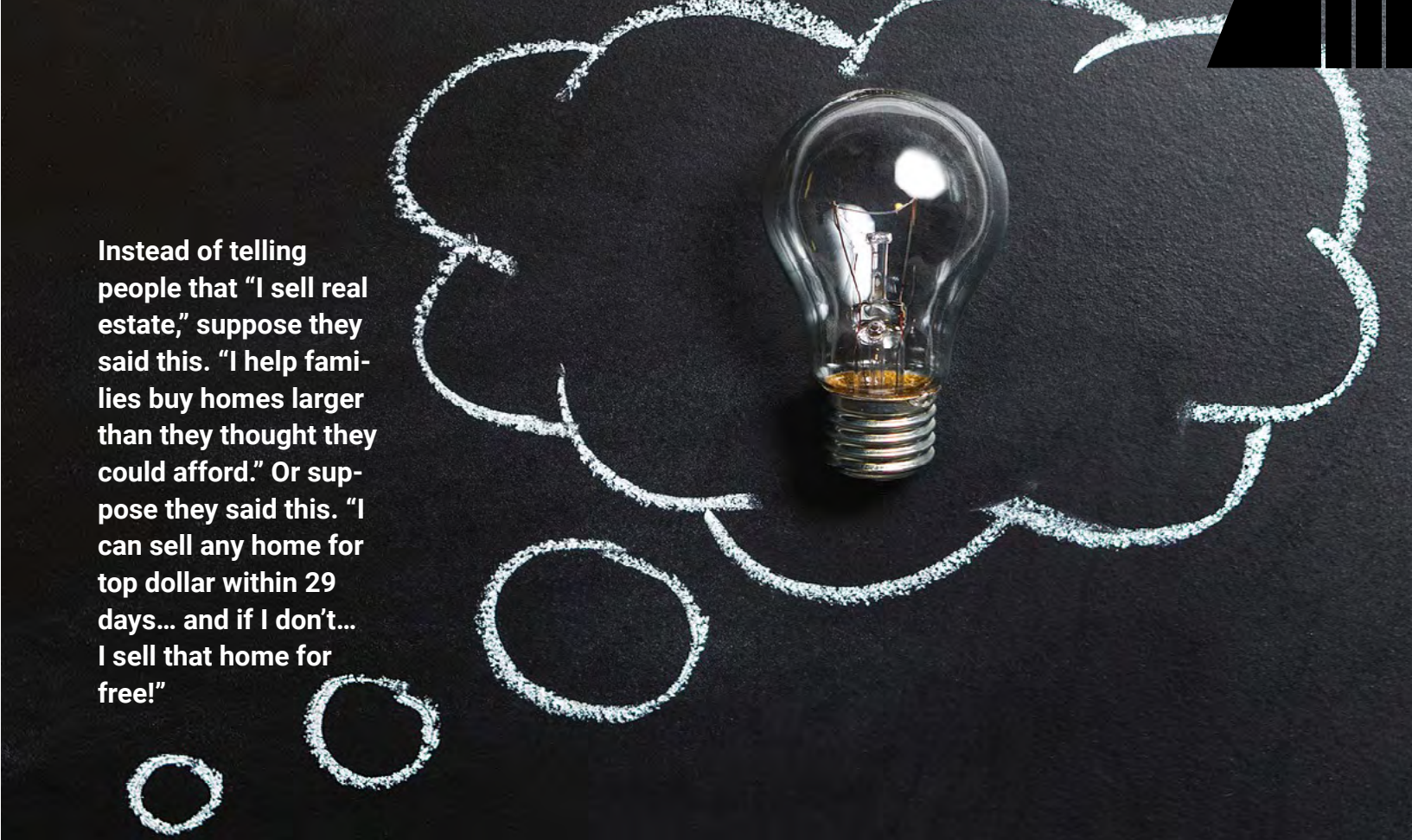
Each package the guy selects would include a specific floral arrangement that fits each unique occasion, a special gift that He will treasure forever and a romantic card containing a special hand-written message. All of this can be chosen in about 20 minutes.

The florist will guarantee to deliver each arrangement on the appropriate dates... and send an email reminder to the guy the day before each delivery so they don't forget the occasion and to confirm that each delivery will be made on time.

The florist could also finance the entire cost of the program over 12 months and charge the guy's credit card a set amount each month to make this program an affordable no-brainer. Guys love this because the entire year is planned out in advance and they don't have to make their typical "last minute" dash to the store to pick something up for each occasion.

Do you realize this florist just conditioned this client to buy from them five times per year instead of once? And do you think this one guy will tell four or five of his friends about this unique program? Of course he will. Did you know that a version of this strategy can be adapted to work for almost any business in any industry? I can show you how to implement this strategy for any business on the planet.

SBBM: Wow! That's incredible! So what's the impact then on our original business we've been talking about?



Instead of telling people that "I sell real estate," suppose they said this. "I help families buy homes larger than they thought they could afford." Or suppose they said this. "I can sell any home for top dollar within 29 days... and if I don't... I sell that home for free!"

WALLY: So looking back to our original numbers and remaining ultra, ultra-conservative, could we assume it would be fairly simple to use strategies like this to easily increase our original 10 visits each year to just 11 visits? That's an ultra, ultra-conservative 10%. So now we have 302 clients paying us 11 times a year versus 10 times. And at \$100 a visit, that's \$332,200 instead of \$302,000.

SBBM: I think I'm starting to see why you referred to this earlier as "exponential growth."

WALLY: Exactly! But now let's consider price. What if I could help you implement a series of targeted strategies that would allow you to instantly increase your sales price... with NO effect whatsoever on your conversion rate?

SBBM: With NO effect on conversions? NOW

you have my attention!

WALLY: Did you know that price is one of the least understood components when it comes to small business ownership? Let me explain this in very basic terms... and for those of you that are small business owners... pay VERY close attention to what I'm about to say. This will be a MAJOR revelation for you.

Suppose you sell a product for \$100 and the net profit on that product is 25%. That means that after you pay the rent, the salaries, the commissions, the cost of acquiring that product to resell it, the utilities and everything else that goes into your business, you only get to put \$25 of that \$100 into your bank account.

So what would happen if you increased that price by just 10%? Do you realize that additional



There are two key methods that allow you to raise your prices... and they go hand-in-hand with each other. The first is that you add more value. The easiest way to do that is through bundling.

10% is pure profit? Typically, there are NO additional expenses that must be factored into determining your net profit. In fact, your net profit just increased from \$25 to \$35. That means your profit on this one product just increased by a whopping 40%.

SBBM: That makes sense. But is increasing your pricing really feasible? Most business owners I know lay awake in bed all night trying to figure ways to LOWER their prices so they can be more competitive.

WALLY: Yea... they do! So, the question becomes... “how can you increase your prices and get away with it?” There are two key methods here that will allow you to do that... and they go hand-in-hand with each other. The first is

that you add more value. The easiest way to do that is through bundling. Bundling is where you take various products and services and put them together to create a new, higher priced offering.

You see this all the time on infomercials where they wow you with the versatility and convenience of the Nu-Wave Oven, and then they add everything including the kitchen sink to create the perception of massive value. Watch these infomercials when you see them on TV and you’ll see they all follow the exact same bundling formula... including at the end when they make their offer a complete no-brainer by deciding they will send you TWO of their products for the same price offered for one.

The George Forman Grill, Nutrisystem, the Snuggie, ShamWOW... the list is endless. But they all use bundling to increase the perceived value, and they make a fortune doing it.

The other factor is to explain the reason why you’re increasing your prices to your customers. If you say to them, “I had to increase my prices by 10% because of x, y, and z,” then more often than not, they’ll let you get away with it. But here’s another revelation for all of you small business owners. The easiest and fastest way to increase your prices is to INCREASE YOUR PRICES!

Yes, you heard that right... simply raise your prices... say 10%. Here’s why. Most small businesses compete on price, so increasing their prices has NEVER been an option... much less a consideration. That’s because they have never considered the facts when it comes to increasing their prices.

For example, let’s say a business sells a widget for \$100 with a profit margin of 30%. If they DISCOUNT their price by just 10% to \$90, they must now sell 50% more widgets just to get back to their original profit margin. Does ANY business owner today really think a measly 10% discount will generate 50% more sales? Most of them offer discounts ranging from 25% to 50%. And then they wonder why they’re going broke.

But watch what happens when you INCREASE your pricing. Let’s say a business charges 10% more for that widget. That would make their price \$110. Now ask yourself this question... will that small increase REALLY lead to a loss of customers? Well, probably not... UNLESS the business offers a basic commodity with many

other competitors nearby offering the exact same thing at the lower price... and then it’s basically convenience and NOT price that comes into play.

But even if it does lead to customer attrition... to what extent? With that 10% price increase... the business is now making an additional \$10... ALL of which is profit! That’s a 33% profit increase. For this business to make \$1000 in profit selling their widgets at \$100 each, they would need to sell 33.3 widgets. But by increasing their price 10%, now they only need to sell 25 widgets.

That means that just to BREAK EVEN, this business would have to LOSE 25% of its customers... over a measly 10% price increase. That ISN’T going to happen!!! Of course, you always want to err on the side of caution and test the increase on a small scale to gauge the reaction, but trust me when I say that any customer attrition will be minuscule. So, increasing the price of a business’s products or services results in an IMMEDIATE increase in revenue and profits.

So looking back on our original numbers, if we increase our original \$100 price point by just 10% to \$110, our total revenue has increased from \$332,200 to \$365,420.

SBBM: Okay, you mentioned 5 areas of growth. What’s number 5?

WALLY: Well, last but not least is profit. Everything we’ve just discussed is basically worthless if you aren’t making a profit on each and every sale you make. I can teach you ways to slash your costs without affecting your day-to-day business operations. For example, I can

show you how to use the art of barter to significantly reduce or completely eliminate many of your everyday expenses. You've got accounting, bookkeeping, printing, advertising, office supplies, and other everyday business expenses that can be dramatically reduced... or possibly eliminated... by following our barter strategies.

Do you also realize that you can see a huge increase in your profit margins just by properly identifying... and then targeting your ideal client? This ties into that 80 / 20 rule we discussed earlier. In this case, it refers to the fact that 20% of your clients generate 80% of your total profits. If you can replace the 80% of your low margin clients with more of the 20% high margin group, you will see your margins explode... sometimes by as much as 16 times.

Another example has to do with separating your business from your competition by becoming unique in what you do. Setting yourself apart from the herd creates a massive competitive advantage that can skyrocket your profit margins. As an example, one of our clients used to manufacture more than a thousand different types of ceramic tiles and accessories. He voluntarily discontinued 80% of his products, focusing his sales and development efforts on only those products that gave him a competitive edge. The result has been a rebirth of his company where he doubled his profit margin and increased his sales.

SBBM: That's amazing.

WALLY: So let's assume you implement just one of these strategies... and keeping our numbers ultra, ultra-conservative... let's say your profit

margins increase just 10% and go from 25% to just 27.5%. (Click) We now go from our original profit figure of \$62,500 up to \$100,490. So now we have over \$100,000 in profit. We've almost doubled our profits which was our original goal. Not too bad.

SBBM: That's incredible. And it's so logical it's frightening.

WALLY: And we're not talking major changes here either. These are small incremental changes that barely cause any disruption to your current business. Any business owner can do this!

SBBM: Okay, we have a ton of small business owners reading this. Is there some way they can take advantage of this information?

WALLY: My team and I have created a complete online small business coaching platform that can not only double or triple your profits... but it can create exponential growth for any business... starting today. When you use all of our tools, resources and templates... along with the powerful audio and video training we make available to you... you will immediately begin to see results exactly like this.

SBBM: OK... let me play devil's advocate for just a minute. I think I know what most business owners are thinking right now. Can you actually prove to us, in advance that this works?

WALLY: That's a great question... and the answer is yes... of course! In fact, I'll prove to any small business owner that this works by offering to put a large sum of money directly into their pocket... and I won't charge them a cent to do it.

Setting yourself apart from the herd creates a massive competitive advantage that can skyrocket your profit margins.

If any of your readers will invest just 45 minutes of their time with me, I'll find them a minimum of \$10,000 of extra profits hidden in their business... guaranteed! I know that sounds too good to be true, but I assure you that finding more than \$10,000 for any small business owner is mere child's play. In fact, when I do these \$10k Challenges as I like to call them, I typically find well north of \$100,000 for them.

I can do that because my partners and I have worked with thousands of business owners all over the world... and we've discovered that none of them are applying these very simple and easy business growth strategies that can unleash tens of thousands of dollars in hidden revenue in just a matter of minutes.

So to everyone reading... give me just 45 minutes of your time... and using just 3 or 4 simple growth strategies... I'll find you a minimum of \$10,000 hidden in your business without spending a cent

on extra marketing or advertising.

SBBM: That's an incredible offer. What's the catch?

WALLY: There is a catch, because I do want something in return for my time to do this. I'm currently writing a book that documents the process I use to find more than \$10,000 for small business owners. My publisher just asked me to get 12 additional case studies to place in the book that officially documents my ability to find that type of money for ANY business in ANY industry.

And listen, I want to be completely transparent here regarding this offer. The case studies I use in my book are going to enable me to get a ton of new clients for myself. Think about this for a minute. I go in and find, let's say, a daycare center an additional \$178,000 in profit that they could be putting in their pocket every year but aren't. I guarantee you every one of those strategies I use

to find that daycare that additional revenue will apply to every other daycare on the planet. So look at the leverage that now gives me as a business growth strategist. I can now call up ANY daycare... anywhere in the world... and tell them that I just met with one of their competitors... XYZ Daycare... and in less than 45 minutes I found them \$178,000 in additional revenue for their business. I'm calling you because my initial research indicates I could produce similar and possibly better results for your daycare, and I would be interested in speaking with you about a possible profit-sharing arrangement with your daycare. Could we schedule a brief 45 minute meeting and let me see if this type of revenue increase is possible for your daycare?

Now what do you think they'll say? Talk about a no-brainer! So every case study I generate opens up a new niche market for me to contact and bring in new clients for my coaching practice, and that's why I'm offering this opportunity to your readers. Not to mention I'm passionate about helping these people... they're the lifeblood of our economy and get little to no credit.

So all I'm asking of your readers in return for this service is that they allow me to use their results as a case study in my book. And this may also be important for your readers... I don't have to use your name or the name of your business in the event you prefer not to. I can simply list your profession and leave off your name and the name of your business. My main interest is to document your actual results and nothing more than that.

SBBM: So for those who are interested in accepting your offer, do they need to meet with you in person?

WALLY: Not at all, I can do this just as easily over the phone... so it's totally convenient for those who would like to participate. So again, if any of you are interested in putting an extra \$10,000 or more into your pocket for spending less than 45 minutes speaking with me over the phone... just contact me. And in case anyone is wondering, this meeting won't be a sales call. There will be NO selling whatsoever during our conversation. I'm going to strictly focus on finding you additional revenue and profits.

SBBM: That's an incredible offer and thank you SO much for being here today.

Ladies and gentlemen, that was Wally Carmichael, one of today's top sales and marketing strategists. I hope you got as much out of today's interview as I did. ©



Wally Carmichael is a leader in Living a Life of Abundance and Prosperity. His No BS, fun and exciting approach to life and business stem from his tough and challenging background and 25 years as a US Army Airborne Medic.

He's the founder of the Men of Abundance podcast, the Business Owner Growth podcast and authored "No BS Business Breakthrough"

Wally's world travels, extensive connections and unique ability to create strategic marketing and business strategies makes him a popular resource for business owners who are ready to finally live the life of Abundance and Prosperity you know you deserve.

**STOP
DOUBTING
YOURSELF**

**WORK
HARD**

**AND
MAKE**

**IT
HAPPEN**

Ask the Expert

featuring **Adrian Ulsh, CEO**
Leader Publishing Worldwide

Hi Adrian, I have a large database of past customers, but I haven't communicated with them in ages. Any suggestions how we can go about reactivating these "stale" customers?

Jerri Ryan

Adrian's Answer



Hi Jerri,
New customers are a business owner's personal addiction. We can't get enough of them. 99% of the marketing messages in the world today exist for only one reason, to pull in new customers.

Business owners are hammered over and over that they need new customers. But if your business has been around for some time and you have current customers, you can experience serious business growth by target marketing to those customers.

**Keep in mind the golden rule for business success.
 'Never let a customer or client forget you!'**

Keep in mind the golden rule for business success. 'Never let a customer or client forget you!' It doesn't take much to keep your happy customers and clients coming back to you again and again. When they do come back, the profit margin is substantially higher than if you have to seek out a new client from a list of cold suspects.

So here are five strategies to bring your past clients back for more so that you fully monetize the value of each client:

Strategy #1 **The Reactivation Letter**

This is simply sending all of your past clients who you haven't heard from or dealt with in the last six months or more a letter to say that you miss them. There are a number of variations on this theme, however, the general idea is just to be back in contact with them, apologize for not being in touch for a while, and let them know you value them as a client and would love to see them back with you. This particular strategy works well in transactional type businesses, but it can be adopted to practically any type of business.

Strategy #2 **Exclusive Irresistible Offer**

You must give them a reason to come back.

The easiest way to do this is to create irresistible offers exclusive for past clients. Make them an incredible offer that they can't refuse and get them back doing business with you. Once they're back in the fold as a happy paying customer or client they're far more likely to continue.

Strategy #3 **New Products or Services**

Sometimes your customers or clients just simply get bored. They move on because you're just peddling the same old stuff over and over to them. It's really important to keep developing new products, new services, new ways of bundling your products and services together. This way you always have a reason to go back to them.

Strategy #4 **Client Appreciation**

You should value your clients and show them that you value them. One of the best ways to do this is to use the Client Appreciation strategy. This can take many different forms, but one of the best ways to do this is to hold a Client Appreciation Seminar or Webinar complimentary for your clients and past clients. Invite them all and provide real value to them. You will be amazed at how they will respond and how their enthusiasm for doing business with you will be re-ignited.

When was the last time you spoke to all of your past clients or customers? What strategies can you put in place today to reactivate them?

Strategy #5 Say Thanks

We live in a fast-paced world where few people take the time to simply say thanks. Most customers and clients feel unappreciated which is why they wander off over time, never to be heard from again. Why not send them a simple hand written card to let them know you're thinking of them and to say thanks for their past patronage. At the very least, this will help you maintain top of mind awareness with them.

These are just a few simple ideas to get you started. The key is to maintain regular contact with them, continue to add value to them through the relationship you have with them, and continue to offer them different products and services.

Whatever you do, don't be like the Personal Trainer I spoke with recently at the gym.

This guy was complaining about how difficult it is these days to get clients. When I asked him about the number of previous clients he's had, he told me the number was well over 100. I asked him how he remains in contact with these past clients, to which I heard crickets chirping, stone cold silence. He looked at me like I had lost my mind.

It had NEVER entered his mind to stay in touch with his past clients. I asked him to honestly estimate, based on his past experience, what percentage of his past clients had let themselves fall back into their previous behavioral patterns, which included poor eating habits and a lack of exercise. In other words, how many of his past clients did he estimate were once again overweight and unfit and in desperate need of his help. He told me flat out, at least 70%.

So, think about that for a moment. When was the last time you spoke to all of your past clients or customers? What strategies can you put in place today to reactivate them? If you do nothing, then you're leaving large amounts of cash on the table that could easily be flowing through your business. After all, there's no point marketing for new clients if you can't take care of your existing and previous ones.

So, who is a reactivation candidate? To reactivate customers, you need to be attentive to the process. First, to determine which previous customers to reactivate, define what reactivation specifically means for your organization. Most companies define reactivation candidates based on their lack of response to previous marketing efforts. The sequential marketing efforts that an organization may follow typically begins with acquisition, then proceeds to resell / upsell / cross-sell / downsell strategies, then moves to retention, and winds up with reactivation.

So how do you differentiate between customers who require selling and retention efforts from those who require reactivation efforts? First, and most obviously, if you know that you've lost your customer's business, then you've probably exhausted your sales and retention efforts and can assign the customer to your reactivation group.

If you don't know whether you have lost your customer's business, make inquiries. If you find that it's too expensive to keep in touch with customers, then analyze their buying history, such as the length of time since their last purchase, their number of prior purchases, and the length of time between purchases

and average order size. If necessary, apply industry averages to determine who might be a reactivation candidate.

But who do you select for reactivation? Before designating customers as reactivation candidates, determine whether you have their correct contact information. Exclude past customers who have outdated information that can't be updated through third-party sources.

Also, review any customer service or third-party data you have on reactivation candidates and categorize the reasons for lost business as "controllable," such as those that were shipped the wrong product two weeks after the promised delivery date, or "uncontrollable," those that have moved from the retail area. If you're to blame for the failed relationship, determine whether there's value in re-establishing it.

Once you select your reactivation candidates, segment this group and test offers before spending money to reach them all at once. If possible, use lifetime value to determine which segments may yield a higher return.

Now, when do you conduct reactivation marketing? Reactivation is not a one-time event you save for when times are tough. Reactivation should be an ongoing activity prioritized among additional marketing efforts.

Once you have customers who meet your reactivation requirements, execute a reactivation campaign. This is where you want to apply those five strategies to bring your past clients back to you that we previously discussed.©

THE 6 CYLINDERS OF THE HIGH-PERFORMANCE BUSINESS

BY FRANK J. MUMMOLO, PH.D., P.E.

Those of you who have read Michael Gerber's E-Myth are probably familiar with the notion of a technician starting a business. You know, the expert carpenter, the brilliant lawyer, the talented computer geek, etc., who excel at their craft and decide that it's time to go it alone and open a business of their own.

In a few years, though – assuming they're still IN business - it's usually a very different story: struggling to make ends meet, working too many hours, problems with employees, tax issues, etc.

It's an all-too-common story that I, as a business advisor, see every day. And, surprisingly, many of these entrepreneurs actually assume that these problems are just the price they have to pay to be independent. Really.

Definition of "Entrepreneur": A person who works 80 hours a week so they won't have to work 40 hours a week.

In fact, these "entrepreneurs" have what I call the "don't-know squared problem", i.e., they don't know what they don't know! They don't know that what's missing is the element of "balance" among the key areas of their business. Businesses get into trouble when they fail to recognize that to be successful, a harmony of disciplines must be in place to carry the enterprise over the numerous (and often unforeseen) challenges they will inevitably face.

This harmony is what I call the "6 Cylinders of a High Performance Business."

To understand this model, think of an automobile with a six-cylinder engine. For those of us who drive, it's not something we normally pay much attention to – at least when it's running properly. But, suppose for a minute, that one or two (or even three) of those six cylinders aren't firing properly. How do you think the engine runs? Pretty badly, I'd say – if it even runs at all! Even though the other cylinders are working perfectly! The end result is a lumpy, inefficient unit struggling to move the car forward.

A business is no different. If it's not running on all its "cylinders", it's not usually a fun place to be. It's firefighting the "crisis du jour", cash crunches, problem employees, poor margins, too many hours, etc. No wonder the business struggles to move ahead.

Sound familiar?? Well, then, perhaps YOU should take a look at the "cylinders" of YOUR business!

What, you ask, are these cylinders? And how should they look?

The "Cylinders" are: Strategy, Sales & Marketing, Operations, Systems, People and Finance.

And the interesting thing about these "cylinders" is that they are the same in every business. That's right! Whether you sell jelly beans or build rocket ships, they are always the same. And while we don't have the space here to deal in detail with each of these elements, here's a few ideas for you to consider:

Strategy

What's ahead in the 3-5 year time frame? What market shifts are emerging? What acquisition opportunities might there be? What new technologies can present opportunities or threats? What opportunities does this economic turmoil present?

Sales & Marketing

How am I positioning my business to create a market dominating position so powerful that I don't have to compete on price? How can I gain better market intelligence? Are there key individuals I should seek to hire away from competitors?

Operations

How can I improve efficiency and cut costs in my day – to – day activities? What new hardware/software technologies and systems would help? Do I really have the right measures of performance to track the progress of my enterprise? Are my reporting systems adequate?

Systems

Do I have Operations Manuals for all of the key departments in the business? Are my Customer Relations procedures the best they can be? What are the reporting procedures and frequency? How well am I communicating the vision and values of the business to ALL my employees?

People

How well am I training my new and upwardly-mobile employees? Do I have job descriptions and measure of performance? Are my performance evaluation procedures in place, well understood and properly administered? How am I sure I'm recruiting the best employees?

Finance

Do I have an operating budget? A 90-day Plan? Do I have monthly financial statements which I review, analyze and understand (if you don't, you are missing a huge opportunity and have LOTS of company in the small business community!)?

These are just a few of the ideas you can consider when thinking about how to make your business run better. Remember, it only takes one or two non-firing cylinders to make a potentially great business fail. And when you learn to address them, the improvements in the performance of your business can be truly astonishing.

So, if you haven't already done so, consider making an effort to get all your "cylinders" firing. You'll surely need them in this competitive economy!

Happy motoring! ©

Frank J. Mummolo, Ph.D. is the Managing Director of MCA Consulting Services, Inc. and founder of the 6 Cylinder Success® Business Growth system which focuses on the six key areas essential for driving growth and profitability in your business enterprise.

And the interesting thing about these "cylinders" is that they are the same in every business. That's right! Whether you sell jelly beans or build rocket ships, they are always the same.

DON'T JUST SIT THERE!

8 WAYS TO MOTIVATE YOURSELF WHEN YOU WANT TO RELAX

BY BECKY AUER

Do you have days where you don't feel like doing much of anything? Business owners who govern ourselves, we all do. An occasional lazy day is ok, but when they become a regular occurrence, something needs to change. And fast.

Successful people do an excellent job of motivating or inspiring themselves to take action each day. In fact, in my opinion, this is the one thing people who have 'jobs' can't do: motivate themselves.

Whether this is just the luck of the draw or a learned skill for those lucky few can be debatable. However, there is no doubt that anyone can learn to be more productive.

Try these ways to motivate yourself and increase your odds of success:

1. Don't try and be perfect.

Look it's ok to fail. I tell my kids this all the time. Maybe you're not lazy. Are you procrastinating because you're afraid of failing? When you're afraid to fail, it takes the wind out of your sails and begins the process of creating reasons for not doing anything at all.

Failure is a part of life. Just recognize this and move forward.

2. Life is short.

Don't sweat the small stuff, right? We've all heard it. Yes, life may be short, but it's long enough, as long as you don't waste time. You can get a lot done between now and the end of your life.

To do this, you need to respect your time and make the most of it. It's easy to put things off

until tomorrow, but there are only so many days you have to be productive so get going.

3. Consider the long-term cost and effect.

What is the cost of waiting or not taking advantage of the opportunity in front of you? Yes, you can be a couch potato another day. Or do 'busy work' but nothing productive. But if you think ahead a year from now, will you be further ahead? Or more in debt with nothing to show?

4. Accomplish something.

How do you feel when you get something completed? Let's take the coaching scenario as an example. What will you get from learning a new strategy or program for a set time, every day for the next year? What will happen if you don't learn this? What do you get from taking action right now?

Focus on that instead of the short-term pleasure of being lazy.

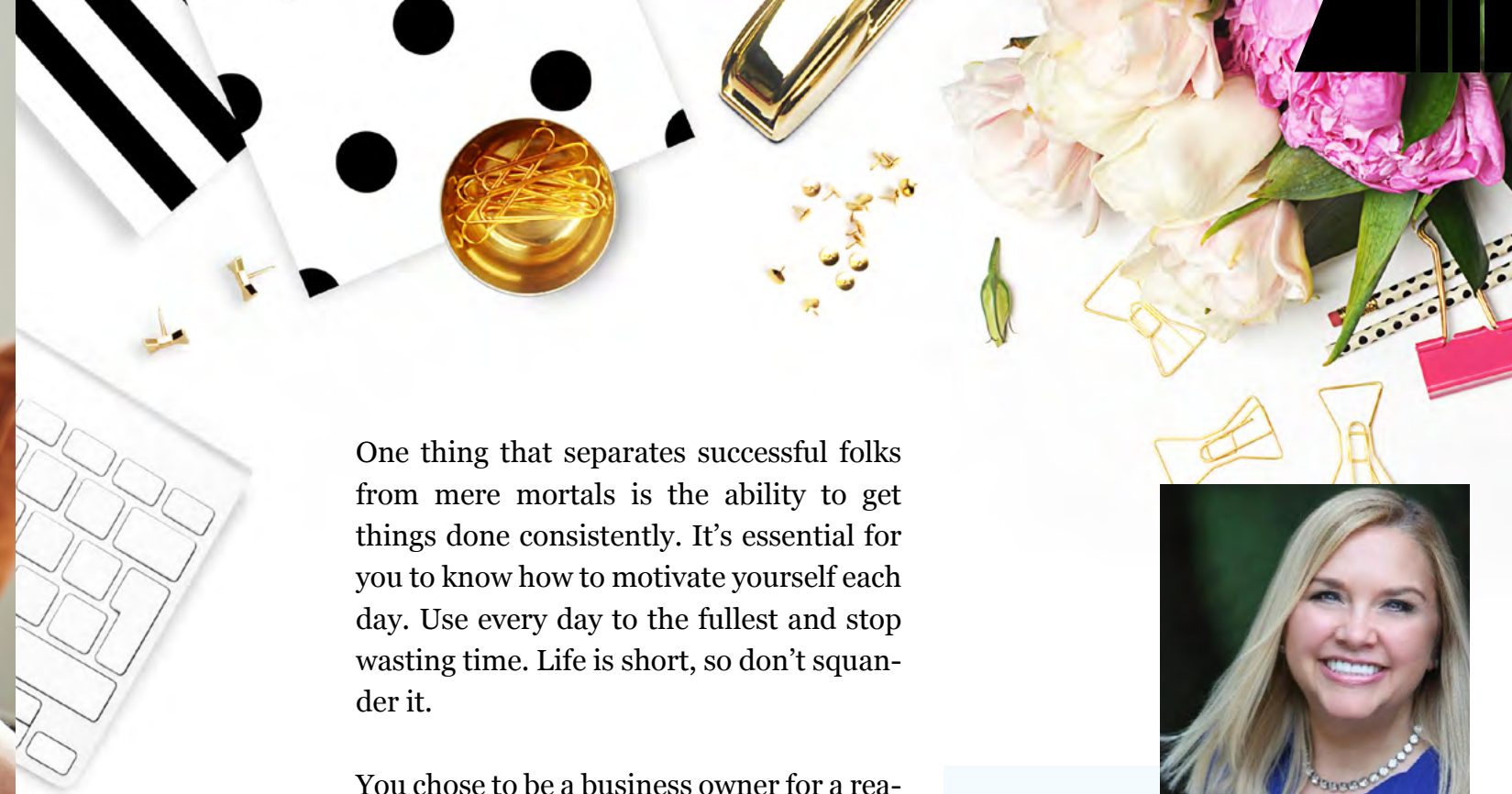
5. Ask yourself what you can get done TODAY.

How would you feel about yourself and your day if you did get a few meaningful things accomplished? Are you a list maker? I use lists EVERY DAY.

Try and make a list of things you'd like to get done. Prioritize your list. Then follow your list. I put the hardest things at the top of my list so even if I only get that one thing started or done, I have it out of the way for tomorrow.

6. Use a timer.

Spending four hours working on a distant project may not be too appealing but seeing how



One thing that separates successful folks from mere mortals is the ability to get things done consistently. It's essential for you to know how to motivate yourself each day. Use every day to the fullest and stop wasting time. Life is short, so don't squander it.

You chose to be a business owner for a reason. It's because you want to help people. So, pull on your big girl (or guy) pants and get to it. The world needs you out there! ©



Becky Auer has started 3 multi-million dollar businesses. The last was a Japanese Steakhouse and Sushi Bar that she took from \$0 to \$6.5M in just over a year and kept it there until she sold it.

Becky is a national speaker, coach and author. She was proud to be awarded the Empowering Women in Business Award by Inspiring Lives Magazine and the GKIC Hall of Fame Award for helping hundreds of small business owners reach their goals through coaching. She is ranked #20 of the Top 200 Small Business Coaches in the World for 2017.

Becky runs group coaching and mastermind groups as well as coaching private clients.

much you can accomplish in 15 minutes is awesome. When you use a timer, it will give you a specific endpoint and help you focus your attention. You might decide to reset the timer and give it another go after the first round. That's ok. Try it. By using shorter increments, you won't get overwhelmed with what lies ahead.

7. Create goals.

Yes, yes, I know. Everyone says to write down your goals. Why do you think that is? By having a few short-term goals and long-term goals, it can make it easier to motivate yourself. It's not easy to work on your future online course just for the heck of it.

It's easier to work on your future online course because you have a goal of getting five new cli-

ents this month, or 20 new clients this year, or to get the opportunity to speak from the stage at that next event.

8. Use books, quotes, songs or movies for motivation.

Maybe you have a certain movie scene or song that motivates you. For me, I throw on a little of 'The Greatest Showman' soundtrack and jam to it in the morning while getting ready. Or I listen to my favorite podcast by Pat Flynn called Smart Passive Income for motivation.

For you, it might be a favorite quote. YouTube is full of inspirational videos that only take a few minutes to watch. Start and end the day with something that inspires you to take action.





HOW TO GET OFF THE *Cash Flow Roller Coaster*

THE FRAMEWORK FOR SUCCESS

BY JOSH TURNER

When growing a new business there is a key mistake I've seen people make and that is being a jack-of-all-trades, master of none. In my experience, newcomers to business have the tendency to take on as many clients as they can in order to quickly grow their business. But this generalistic approach to growth undoubtedly leads to failure.

I've seen it happen time and time again. Small businesses struggle to generate enough leads because they struggle to stand out as unique from their competition, and because they don't have marketing systems in place. I know it because I lived it.

In the early days of LinkedSelling we too encountered roadblocks toward growth that needed to be overcome. I was trying all the stuff people say you should do. Networking events, coffees, lunches, blogging, social media - you name it. But it just wasn't moving the needle.

I was picking up a client here or there, but nothing that was going to get me off the cash-flow roller coaster. Determined to find a better way, I worked hard over the next several years to develop a framework that would set my company on the course to success. Now we're the #1 fastest growing company in the coaching and consulting space according to Inc. 5000.

If you want to create a truly amazing business and create a portfolio of growing clientele, I have a simple but powerful approach for building a hugely successful coaching and consulting business. No matter if you're a seasoned pro with an established business or you're just getting started, if you want to build an amazing business, the framework for success is called the Silversmith Strategy. It consists of three powerful but simple components: Specialization, Low Price Entry Point and a Scalable and Systematic Process.

Component #1: Specialization

You MUST have something truly unique to offer. In today's business climate, people are savvier. They know the difference between a specialist who offers a high end service and someone who just generalizes as a jack-of-all-trades.

You have to stand for something specific and meaningful and understand who your ideal client should be. You need to carve out a unique niche and cater only to those who you can connect with and inspire. You need to speak your client's language, know who they are, what they do, what they like and what drives them crazy.

That's what we've done at LinkedSelling. We set our sights on being the best in the world at ONE thing. We've carved out a unique niche doing LinkedIn marketing, and we do it really well. As a result, we have almost no competition and went from making nothing to projecting \$10 million in annual revenue in 2017.



Having a low price entry point establishes you as the expert in your market. It builds credibility and confidence and while you continue to generate monthly leads, it's also bringing in revenue for you the whole time.

The bottom line here is this - don't be afraid to put yourself out there and create a niche. The world will never give you permission; it's up to you to move forward and let the market know you've arrived. Boldly claim it, stick with it, dominate and you will succeed.

Component #2: Low Price Entry Point

You NEED to have a low price entry point. This doesn't mean that you should lower your fees; it simply means you need to offer a way that allows people to see what you're about and how you're different from your competition.

A low price entry point can range from \$0 - \$500 and takes NONE of your time to deliver.

It could be a course or an online training. By just offering these services you're already positioning yourself as a leader in your market for having it available.

At LinkedSelling our low price entry point is Linked University. People can enroll in Linked U for a modest investment and get a TON of value

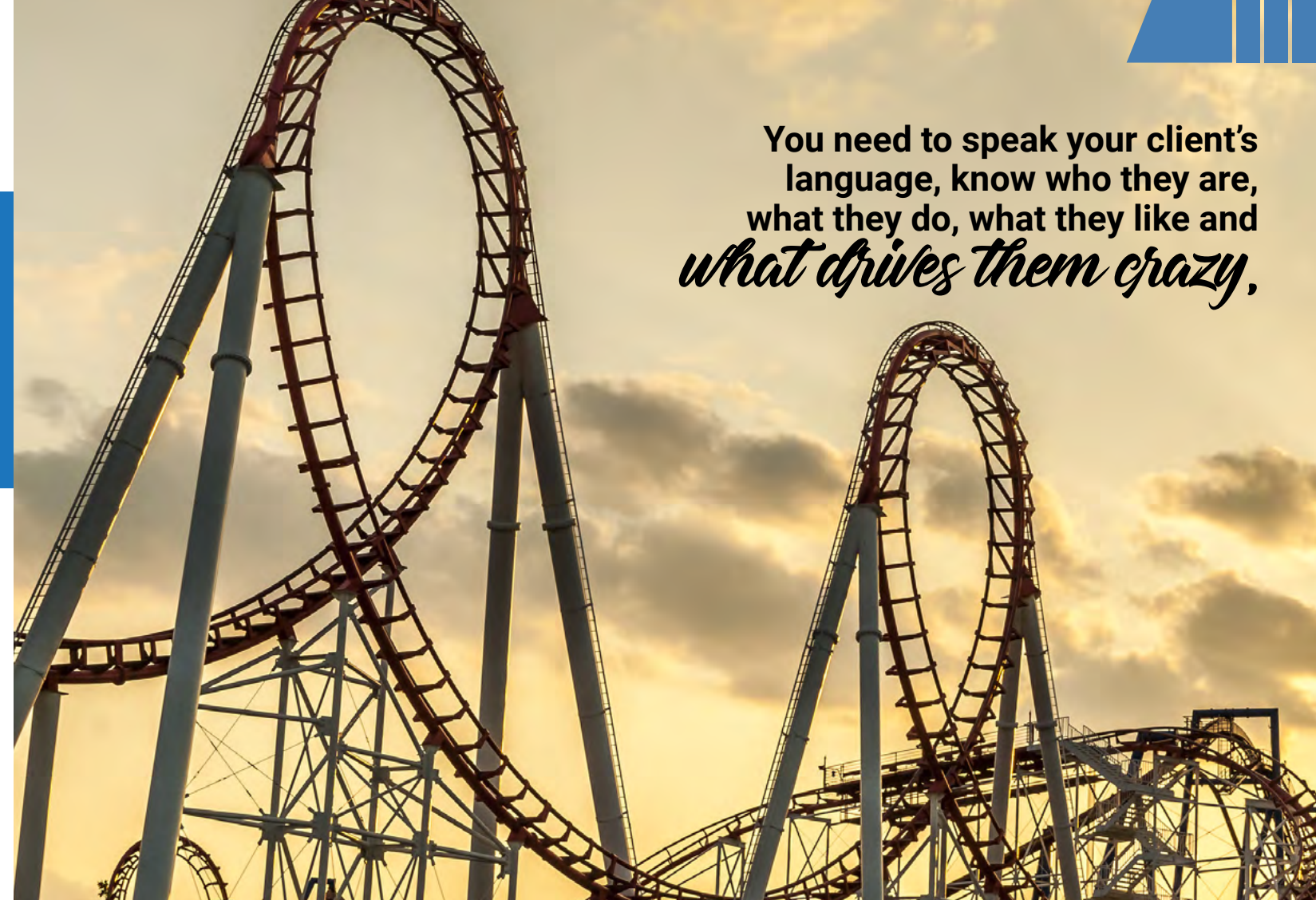
that NO ONE else is delivering. Having Linked U as our low price entry point positions us as the experts and generates between 8,000 and 10,000 leads every single month for our business. Those leads translate to hundreds of new customers who get to experience first-hand the uniqueness and quality of what our service delivers.

Having a low price entry point establishes you as the expert in your market. It builds credibility and confidence and while you continue to generate monthly leads, it's also bringing in revenue for you the whole time.

Component #3: Scalable & Systematic Process

You absolutely NEED to have a scalable, systematic process to operate and grow your business. This is another mistake most people in the coaching and consulting field fail to do almost every time. Companies that are struggling are all over the place and don't have a repeatable and consistent way of doing business.

It's imperative that when you provide a service to your clients, it needs to be repeatable and consistent. Success comes from having



You need to speak your client's language, know who they are, what they do, what they like and what drives them crazy.

outstanding, systematic processes that can be replicated over and over again.

Having a uniform process in place allows you to consistently deliver high quality work. The best part at least for me as a business owner is that these processes have made LinkedSelling run like clockwork. As the business owner, I have more freedom to focus on growing my business and less time tangled down in the weeds trying to figure out new strategies. I spend more time where it truly counts, with my clients, my family, my friends and just enjoying life. ©

Josh Turner is a Wall Street Journal bestselling author, and the Founder & CEO of LinkedSelling, a marketing coaching, consulting & training firm that was recently name #252 on the Inc 5000. He



is widely considered as a worldwide leading authority in using LinkedIn and Facebook to generate leads, appointments and clients. With a team of over 33 employees, they represent clients (like Neil Patel and Microsoft,

to name a few) in the US, Canada, UK, Asia, and Australia in a wide variety of industries.

Josh is also the creator of Linked University and The Appointment Generator, training and coaching programs, which have together served over 12,000 entrepreneurs. He is a soon-to-be dad, living in St. Louis with his long-time partner Jess and their dog Oscar (aka Buddy).



Welcome Mat Marketing

by Mike Capuzzi

HOW TO CREATE CLIENTS FOR LIFE!



Much like a welcome mat greets visitors to your home, all forward-thinking businesses should have something I call “welcome mat marketing” in place to make all new clients realize you’re different than your competition - and to make them feel special.

In this age where every new client is extremely valuable and important for your business, nobody can afford to be complacent when it comes to marketing, and specifically when it comes to extending a “welcome mat” to your new clients.

There’s a saying that most businesses get a client to make a sale, but the astute business owner makes a sale to get a client. The latter understands the lifetime value of a client, in terms of retention, incremental sales and referrals. Your welcome mat marketing is the beginning of this important process.

A welcome mat marketing campaign is a focused MULTI-STEP, NEW CLIENT campaign designed with very specific goals in mind and

can give you and your business a HUGE competitive advantage.

Recently, I’ve experienced a welcome mat campaign that I would consider worthy of mention. It happened when my wife purchased a new Acura. Long gone are the days where all you had to worry about was a speedometer, gas gauge and push button radio. Today’s new cars seem to require a PhD to figure out how to use all the bells and whistles, and the Acura MDX is no different.

Acura realized few new customers ever read the owner’s manual, so they created a 30 day campaign where my wife received a short written tutorial - right on her navigation system that appeared when she turned the car

There’s a saying that most business owners get a client to make a sale, but the astute ones make a sale to get a client.

should consist of both online and offline communications for maximum results. In my experience, I would estimate that 95% of business owners never consider a formal welcoming process for their clients. Implementing one

on. She could either take 20 seconds to read it right then, or save it for future reading. This is smart for several reasons. Acura took the most important features for new car owners, chunked them into short concise tutorials and

“fed” them to her over 30 days where they knew she would be 100% sure to see them (the driver’s seat).

Your business is no different, and I would challenge you to develop a well thought out welcome mat for your new clients. The goal is to make them feel welcomed and appreciated; to address any new client questions they may have as they get started and to show them that your business is different than all other competitors. It leaves no doubt that you care 100% about helping them with your policies and business services.

Two big benefits when using a welcome mat campaign is consistency and compliance. When you set up a system like the one described in detail below, you don’t have to worry about whether you told Mr. Jones the same thing you told Mrs. Smith because the system remains consistent with every new client. And if the need ever arose, you have hard evidence of what information was shared with the client.

As you begin to craft your campaign, keep these important steps in mind:

STEP 1

Your first goal is to figure out why you want to create this campaign. What do you want to convey? What do you want to have happen? What information is important for a new client to have?

STEP 2

The second goal is to reduce any type of buyer’s remorse and to create clients-for-life. You can go a long way by creating a well-thought out welcome mat campaign that reassures and validates their investment in you and your abilities to bring about transformation.

STEP 3

Create a specific time-frame where new clients will hear from you on a scheduled basis over the set period of time. I suggest you consider a 30-day campaign with multiple online and offline touch points.

STEP 4

Figure out the number of touch points and what media you will use during the welcome mat campaign. I suggest you consider this welcome mat architecture for your business. See the chart below and the next page for more details on the welcome mat architecture.

Welcome Mat ARCHITECTURE FOR YOUR BUSINESS



DAY BY DAY WELCOME MAT STRATEGY

DAY 0

New client start.

DAY 1

Personalized thank you email with photo of you and your staff holding up a thank you sign or possible link to a generic video from you thanking them for their business. Introduce the rest of your staff and how they can serve the client.

DAY 2

Personalized, handwritten thank you card to the new client. Consider including “how to refer” information in this mailing.

DAY 5

Personalized email outlining important business processes, e.g. how to make payments, ask questions, request a meeting, etc.

DAY 10

Personalized “just checking in” email. Consider including other product and service information and benefits.

DAY 15

Personalized direct mail with unexpected gift (food product, favorite book, something fun, etc.). Thank them again for their business and remind them about the importance of referrals for your business.

DAY 20

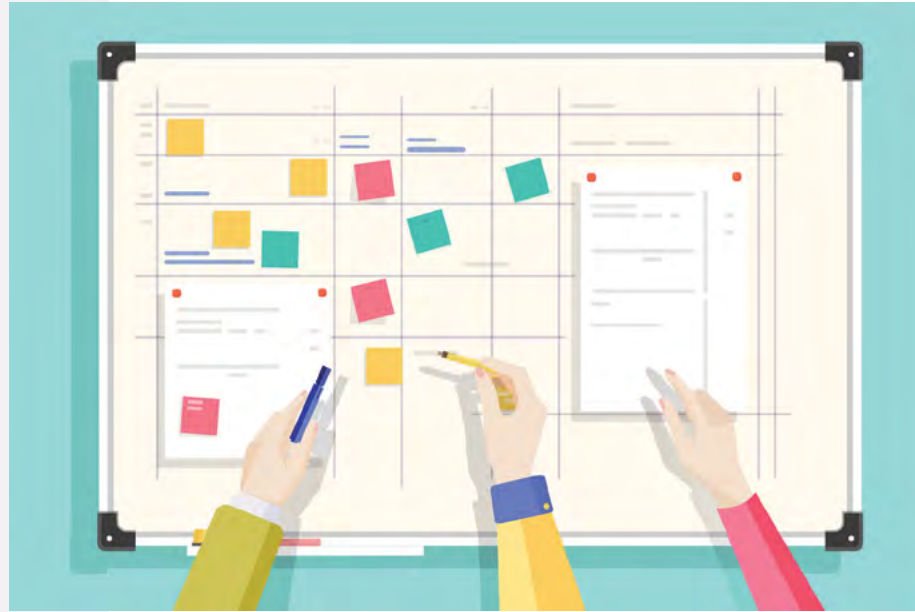
Personalized email – “Hope you like the gift I sent.”

DAY 25

Personalized email – “Do you have any questions I can answer for you?”

DAY 30

Personal “just checking in” call from you.



STEP 5

Set up your campaign using some type of automated marketing platform. For optimum hassle-free results, your welcome mat marketing should be systematized and automated which gives you the peace-of-mind knowing everything is happening 100% of the time when you acquire a new client.

STEP 6

Set it and forget it (for the time being). I’m never a fan of simply forgetting about a campaign after it has been loaded into your automated marketing platform. All owners should revisit ALL their marketing from time to time to see if tweaks are necessary.

If this was my business, I would have an even more complex, behavioral-based campaign in place that works based on an individual’s interaction with your campaign, but if all this is new to you, the above framework is a great start. The best thing to do is map out the campaign based on achieving a specific goal at each contact point. I like to graphically lay out the campaign on paper or some type of layout program so I can see everything I want to do and need to create.

Touch Point Ideas

Here are a few touch point ideas you can include in your welcome mat campaign.

- ◆ Thank them for becoming a client and reaffirm their wise decision to become a client.
- ◆ Spell out ways they can contact you with questions/concerns/support issues.
- ◆ Let them know the various ways you accept program payments.
- ◆ Introduce your staff and their areas of specialty.
- ◆ Offer other product/service opportunities and give them a “new client reason” to take action now.
- ◆ Share client success stories (and invite them to be your next one).
- ◆ Discuss your referral program and how they can benefit from it.
- ◆ If you send a client newsletter, send them a first issue.
- ◆ Give them an unexpected gift from you.
- ◆ Allow them to self-identify as a client wanting more from you (e.g. other products, higher levels of service, etc.).

"The best thing to do is map out the campaign based on achieving a specific goal at each contact point."

If all the above has made you go cross-eyed, don’t fret because you can still reap the benefits of welcome mat marketing by sending out a few personalized direct mail letters and then getting on the phone.

The point is to treat every new client in your business like they’re a beloved grandmother. Thank them, appreciate them, help them, wow them and watch your business soar! ☺

Mike Capuzzi is a consultant and coach for business owners and sharp entrepreneurs looking to get to the next level in their business.

He is also the inventor of the world-famous CopyDoodles®. Throughout his 23 years in marketing, he has helped thousands around the world increase their marketing results and profitability with his unique take on high impact direct-response marketing and copywriting.



GAIN MASSIVE AUTHORITY

HOW TO GAIN CREDIBILITY + CLIENTS BY WRITING YOUR EXPERT BOOK

BY TORIE MATHIS

More credibility and authority can push you far in front of other businesses in your industry. If you are looking to increase your expert status a non-fiction book is easier than ever to write and publish. We no longer have to deal with the “gatekeepers” of the publishing industry. You can reach your readers directly and manage everything yourself for maximum reach and profit. With all of the benefits of creating your expert book, there’s little reason not to:

CREDIBILITY

Having a non-fiction book (or books) available online for purchase helps to establish your expert credibility. You’re now an officially published author. This shows people who meet you or come across your website that you have skills and knowledge to share with the world.

MORE CLIENTS

Books bring clients and customers. Your published book also allows you to charge more for your services. You’re no longer a struggling small business, trying to gain a foothold in your industry. With a book under your belt, you can show potential clients that you offer true value that’s worth paying for.

MORE LEADS

Like your other online efforts, your books help you acquire leads. There are more opportunities for people searching for your products or services to find you. Each place your book is available online leads more people back to you.

MORE OPPORTUNITIES

Your book publishing can lead to other opportunities to share your expertise. You can use your books to score speaking engagements, which helps you to further share expertise, raise your value in your potential clients’ eyes, and acquire leads. Book publishing opens doors.

MORE PROFITS

Naturally, your book publishing will also earn you profits and this is one way to build a passive income so that you don’t have to keep working for every penny you make.

The Five Steps to Gain Massive Authority by Writing Your Expert Book

There are 5 steps to writing a non-fiction book that teaches your audience and shares your expertise.

1. CHOOSE YOUR TOPIC

It all starts with a good topic but this can be challenging if you’ve never written a book before.

Start by brainstorming topic ideas by considering:

What you know about?

What you’re passionate about?

Whether you realize it or not, you’re an expert. Through your business, you’ve probably been doing something for years most people haven’t.



Your customers often ask you questions about your work, and it's because you know it deeply. Brainstorm a list of common things your customers ask and/or things you know deeply about that most people don't.

It's important also for your topic to be something you're passionate about. This will make the writing process much easier. If the topic is dull for you, it'll be a chore to crank out the content. But if it's something you feel like you can talk about all day, the words are more likely to come pouring out.

There's just one more thing to consider as well. Your topic should be something there's a market for. You can write books about your obscure interests and have great fun doing it, but if there isn't a hungry market for your book, it won't work to spread your expertise and bring you leads.

2. LEVERAGE YOUR EXISTING CONTENT

Before you start writing, you should look over the material you already have on-hand to see if any of it can be used. The writing process can be arduous if you're not used to it. If you already have content you can repurpose or reformat and use again, this will cut down on work and time.

Go through your existing content. Look at old articles, blog posts, speeches, scripts, and so on. Also look at non-text material such as videos, audio podcasts, interviews, and infographics. Any type of content can be useful in creating your new book. Look for content that's related to the topic of your book.

Be careful also not to get carried away packing too much content into your book that you don't

need. As you look over old stuff, there's a tendency to start adding more and more to your book, just because you have the old content and think it's useful. Make sure every bit of content you're using is totally relevant to the book at hand, and also keep in mind the next step...

3. RESEARCH ADDITIONAL MATERIALS YOU'LL NEED

It's quite unlikely that your old content will be all you'll need for your book. You can repurpose your old content to make a few shortcuts, but you'll need to research your topic and find new information as well.

You may know your topic so well that you don't feel you need to do any research. This could be the case, but a book must be thorough. Plus, it can't hurt to find some new information to add to your book as well. One example is data or statistics. You might have to supplement what you know through experience with data from the real world.

As you research, look for information you can use in your book, and be sure to save the source of this information. If you're using an article with some statistics, for example, you'll need to cite this source in your book. This also helps your credibility. It shows that you bothered to find actual facts and you're not just making things up.

4. CREATE AN OUTLINE

The fourth step is to create a detailed outline. From all of the information you've collected, create chapters and start filling in the details. You may have some ideas for chapters when you first choose your topic, but here you're going to make

a very detailed outline so that when you write, all you need to do is write.

The outline is important because if you just start writing off the top of your head, you'll get stuck along the way. You'll think, "Where do I go next?" And it's likely that the resulting book will be a jumbled mess. Outlining not only helps you write smoothly, but also creates a book with a coherent flow where one section moves naturally to the next.

For structuring chapters, the best way to think about it is that you're creating sub-chapters within them. Break down each chapter into its own sections and parts, and if you need to, break those down even further.

If you've written your own articles and blog posts, there's an easy way to think about this. If a standard blog post or article is 500 words, you can just keep breaking down your book into 500-word chunks, and then each one is just an article or blog post. When you look at a whole book, it seems overwhelming and hard to structure. How do you write something that's so many pages long? But if you think of it this way, it's like an organized series of articles or blog posts bundled together.

5. WRITE!

Now it's time to actually write your book. You may find yourself sitting down to the computer with your outline in hand and thinking, "How do I get started?" Everyone has their own way of writing that works for them, but here are some tips and ideas on how to make the process smoother and easier.

◆ **Schedule your writing time.** Decide how much you'll write each day and set aside the optimal time to do it. For example, you may decide that an hour a day is the best way to get it done while still taking care of your other work responsibilities. Through experience, you may find that the time when your mind is sharpest for writing is late morning. Put this into your daily schedule.

◆ **During this writing time, eliminate distractions.** Turn off your phone notifications and get off of social media. You may want to create a physical writing space, like a quiet part of the office, or the dining room table. Writing is all about creating and practicing good habits.

◆ **Fashion your outline so that you don't have to go back and look anything up.** If you're writing about the benefits of blogging, for example, list each benefit and write down notes for what you'll say. If you do this, you've kind of "pre-written" your book and then all you have to do is write when you write.

◆ **Set achievable goals and deadlines for writing your book.** There are many people who start books but few who finish them. You want to be among the latter. Decide when you want the whole thing to be finished, and set milestones for each chapter. This will help you stay on track and make sure that the book gets done.

◆ **Prioritize your writing.** Don't let daily work or more pressing things squeeze out your writing time. It's easy to put off writing,

especially when you have urgent business. But sometimes, if you don't prioritize it, it won't get done. If you're a freelance service provider, make your book one of your "jobs." Treat it just like you would if it were client work.

◆ **Edit your book after it's written.** It's often hard to write when you're fussing over wording or trying to get it perfect as you go. Instead, focus on getting your ideas down in a clear way. Once the writing is done, do a big editing and read it as a reader only, not as a writer.

It's really that simple and it can take a remarkably short period of time to write your first book and publish it. The great thing about this process is that after you do it once, you learn how to do it better, and you can apply what you've learned to the next book. If you make it a regular part of your business operations, you could soon have an online publishing empire of your very own. ©



Best-Selling Author and international speaker Torie Mathis is the founder and CEO of Lake Shark Media, a multi-media marketing agency that focuses on helping small businesses, coaches and authors stand out as the expert choice in a crowded market. She also teaches solopreneurs and micro-business owners how to grow their business with smart marketing, automation and digital tools.

Torie is a Certified Business Coach, a Jack Canfield Trainer in the Success Principles, and a proud Army Veteran.



CASE STUDY OIL CHANGE SHOPS

SUCCESS IN BUSINESS

WITH ADRIAN ULSH

Here's a startling statistic – 88% of Americans own a car.

And every car needs to have the oil changed every 3 to 6 months. That's a lot of annual oil changes... and that fact provides us with an excellent opportunity to use a standard oil change shop as a case study to highlight the financial impact that a super simple strategy can have on that type of business.

This strategy involves a brilliant way you can increase transactions with your prospects. In other words, get them to buy from you more frequently than they do now. There are 2 powerful revenue generating strategies that will work here.

Are you familiar with upselling and cross-selling?

When you go to McDonald's and the kid behind the counter asks if you would like your meal "supersized," that's upselling. When that same kid then asks if you would like an apple pie to go with your supersized meal, that's cross-selling.

Upselling means offering a higher grade or quality or size of the item that the customer may be interested in at the point when the customer is ready to buy. Cross-selling means offering other products or services which complement the item the customer is interested in, at the point when the customer is ready to buy.

Now here's what most business owners don't realize. 34% of prospects will buy additional products or services at the time of their original purchase... IF they're asked to do so. Most businesses NEVER ask them, and they lose out on this lucrative opportunity to dramatically increase their revenue. Let me show you a brilliant example of this.

Up until about 3 years ago, most car owners on average paid around \$29 to get their oil changed. Today, you can get your oil changed all day long for around \$10. Take a look at this Groupon that was recently offered for 3 oil changes plus 3 additional services of your choice per visit.

The price for these today averages around \$18. That's \$6 per oil change... and then they add on an additional \$4.50 for oil disposal, so the total for each oil change is less than \$11. That's obviously a bargain. So why do they offer this when they used to get \$29?

Simple... they finally realized the power of up-selling and cross-selling, and they can't get the opportunity to upsell or cross-sell if they don't get themselves in front of their prospects. This Groupon is designed for one purpose only... to get them in front of as many prospects as possible... and the best way to do that is giving them what are basically free services.

But here's what most businesses don't understand about this strategy. This Econo Lube is breaking even by offering this Groupon. That \$11 covers their material and labor costs. And those 8 free services you see listed along the bottom... you can select any 3 of them per visit... because Econo Lube is going to perform all of those services anyway.

They know they make most of their profit through their higher dollar service offerings, like batteries, brakes, transmission services and repairs.

So after the technician changes your oil, they're going to take all of your tires off so they can inspect your brakes... and cross-sell you a brake job. Since they have to remove all your tires to

Now here's what most business owners don't realize. 34% of prospects will buy additional products or services at the time of their original purchase... IF they're asked to do so

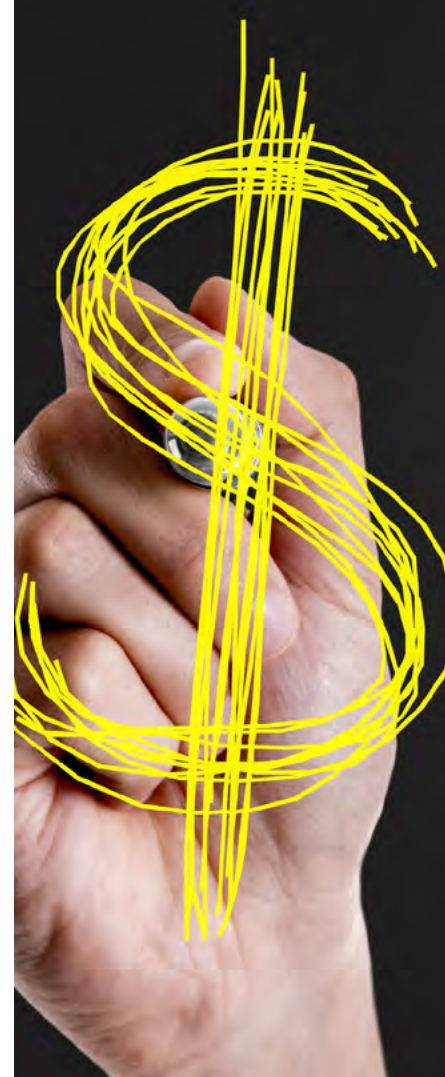
do that, why not offer you free tire rotation and a free brake inspection. Most of their patrons have no idea they're going to do this anyway, so they have this perception they're receiving all these services that they normally have to pay to have done... for free!

Notice Econo Lube offers to do a complete vehicle trip check where they do a complete inspection of your car before you take a long trip. A dealership would charge around \$100 for that service, but Econo Lube includes 2 of these every 12 months. Well of course... they want to do this. I guarantee you that after checking over your entire vehicle, they WILL find SOMETHING wrong with your car. And since you're leaving on an extended trip, you will naturally want them to fix everything that's wrong. Are you starting to see the brilliance of this strategy?

So the key takeaway here for this strategy is to get yourself in front of your prospects as often as you can so you give yourself more opportunities to sell them more. So let me show you how this exact same strategy will work for a dentist. Obviously a dentist is about as far from an Econo Lube as you can get, but the principle is exactly the same... get in front of prospects and upsell / cross-sell them.

A dentist offers basic dental services like exams and teeth cleaning. That is NOT where they make their money. A dentist generates the vast majority of their revenue from cosmetic services, root canals, crowns, fillings and braces. So obviously the more patients they can get in front of, the more of these services they sell.

The problem for dentists is that most people al-



DO YOU WANT FRIES WITH THAT?

ready have a dentist, and 90% of them will never change unless their dentist either retires or dies.

So what might convince someone to leave their dentist? Consider these stats... 85% of the population have medical insurance, but only 50% have dental insurance. Among those without dental insurance, 44% said that was the main reason they didn't visit the dentist. See an opportunity here if you're a dentist?

What do you think might happen if a dentist specifically targeted families without dental insurance... and offered them virtually the exact same services as those with dental insurance... but without paying the expensive monthly premiums? This obviously exploded this dentists'

practice, but you might be thinking... how could he afford to offer this type of program? Same way the Econo Lube did!

The dentist basically offered patients routine services at his cost. That \$25 covered the labor cost for the dental technician to take x-rays and clean the patient's teeth. But the dentist now had double the patients to upsell and cross-sell his more expensive and profitable services to. And of course, any business can always resort to the standard way to upsell and cross-sell customers... just make them more offers.

Try this strategy with your business... and you will see an IMMEDIATE increase in your bottom line revenue. ☺

SUGGESTIONS FROM
The Book Worm

FOUNDATIONAL READS
FOR BUSINESS

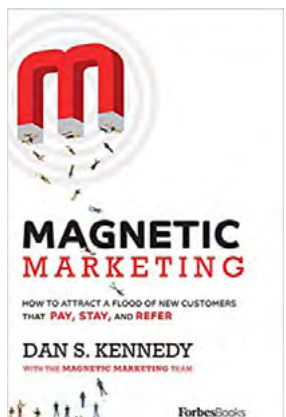
BY BEN J. PRITCHETT

I decided to do something a little bit different for this issue. Why? Because I know some of you won't be heading to Amazon or your local bookstore to get my recommendations because you simply don't like to read. Likewise, I know others want more than a book can provide. Still others like sleuthing and ferreting out information for themselves. This month I'll give you all some ideas.

Magnetic Marketing and dozens of other books.

By Dan S. Kennedy

This guy should need no introduction, yet I'm often surprised by how many people in the business haven't heard of him. Dan has to be responsible for more information and direct marketing millionaires than anybody else on the planet.



Joe Polish transformed himself from a carpet cleaner to a multi-millionaire coach and consultant from Dan's teachings. Rory Fatt became the consultant to restaurants and is now known as a loyalty expert after coming across Dan. Bill Glazer went from running his family's men's clothing stores to becoming Dan's partner and one of the world's foremost marketing experts. And the list goes on and on ... I could probably

name two dozen here if I had the room, but I'm betting the number is well into the hundreds, or more.

Why should you care about any of that? Well, if his ideas and influence can create hundreds of millionaires and industry leaders then maybe his ideas can make you a better business owner too. Right? What have you got to lose in a little study?

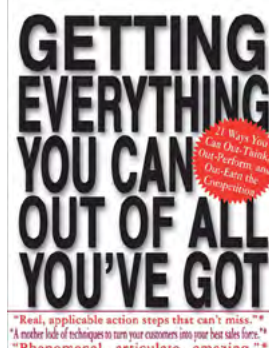
Magnetic Marketing is Dan's flagship product, and it may well be the best-selling info-marketing product on the planet. It's been around for nearly four decades and still going strong. Did you know that the original version was a recession survival guide designed to help people out when Jimmy Carter was president? It was, no kidding.

I've owned several versions of Magnetic Marketing – I've invested up to \$495 per version, and don't regret a dime of it. However, I'm excited to be able to tell you that Dan released the book version last fall. It's certainly not as in-depth as the info-product, but it's a great primer for a fraction of the price. Grab your copy today, and if it whets your appetite, grab the whole program too.

Getting Everything You Can Out of All You've Got

By Jay Abraham

Next to Dan Kennedy, possibly the next best-known name in the marketing world is Jay Abraham. This fellow is brilliant. I once got to see him and Dan kibitzing on stage about their various war stories and achievements. I



paid for the privilege, but it was worth every penny.

Jay is famous for many programs and ideas, not the least of which are his programs on Stealth Marketing, The Power Parthenon Strategy and most famously his concept of Pre-eminence.

His greatest marketing coup of all time is probably his famous Mr. X book. The story behind it is bloody brilliant. It goes like this: a client hired Jay to help grow his business, and the guy took meticulous notes on every idea and strategy Jay had presented to him. When all was said and done the client took all of Jay's ideas, put them into a book and was going to sell them. Jay found out and sued the client for stealing his intellectual property and won.

Upon inspecting the book, Jay decided that it was worth selling, so he took it and marketed it himself ... he was willing to let \$50,000 worth of his ideas sell for a measly \$397! I have a copy, and it's 373 densely-packed 8.5" x 11" pages of first-class marketing information.

How's that a marketing coup? Well, none of us are actually sure there was a Mr. X. Many people have mused that Jay may have written the book himself and made up an awesome story to sell it. Let's face it, people don't pay \$397 for a book, but a manual packed with \$50,000 of his best ideas, well, that's worth more than a book, isn't it?

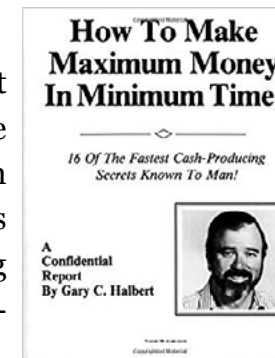
I recommend you get the book noted above and then spend a little time on Google. Look for the sales letter for the Mr. X. book, and you'll find it. I have no idea if the "Money-Making Secrets

Of Marketing Genius Jay Abraham And Other Marketing Wizards" can still be purchased, but grab a copy of it too, if you can.

How To Make Maximum Money In Minimum Time and The Boron Letters

By Gary Halbert

I mentioned Gary Halbert in a previous issue of The Bookworm, but he's worth revisiting, especially in this article where I'm talking about true titans of the marketing world.



As I'm sure you can imagine, guys like Dan Kennedy and Jay Abraham have no problem with strong egos. I once heard Dan say something to the effect that his worst day, Gary Halbert was a better copywriter than him on his best day. I don't need to say more than that, enough said about his pedigree.

I'm also not going to say anything else about the books noted above, other than get them soon. Once you've got them ordered, pour a coffee and hit up Mr. Google with some searches about Gary.

For example, search his "girlfriend" ad. I kid you not; he once took out a full-page ad in a major

US paper (the LA Times, I believe) looking for a girlfriend. It's an absolute masterpiece of copywriting where he laid out what he was looking for, what he didn't want and all about him. If most of us in the coaching and consulting game produced ads like that we'd probably be a lot happier about our clients.

Search how Gary masterfully advertised for Tova Borgnine (wife of famous actor Ernest Borgnine). Okay, I may be dating myself there, but he was a great actor who was active from 1951 until his death at 95 in 2012 – he even voiced a character on SpongeBob SquarePants.

Okay, I'm going to make it super easy for you: just go to www.thegaryhalbertletter.com where Gary's family is keeping his memory alive with a true treasure trove of his writings and marketing wisdom. Learn and enjoy.

That's it for this issue. Whether you buy the books, or the programs, or don't spend anything other than a few hours on Google, I'm sure you'll find some gems to help you become a more successful business owner faster. ☺

Ben J. Pritchett is the author of Systematize It Now! The Art of Taking Back Your Life & Your Business Or Professional Practice – With Less Stress and More Profits! It became an International Amazon Bestseller in 2017. He's also an entrepreneur, certified business coach, mentor and a regular contributor to this magazine. You can contact Ben via email at ben@advantagebizconsulting.com



IT'S NEVER TOO LATE TO
*Become
 a Millionaire*



BY JACK CANFIELD

I want to reveal something about myself that I hope will inspire you in your life. The truth is that the first time I earned a check for \$1,000,000 was when I was 51 years old. It's never too late to become a millionaire.

In fact, if you consider that I graduated from Harvard University when I was 21, it took me an utter 30 years to amass the knowledge, the connections, and the experience required to generate that much money.

Slow and steady won the game. How about you? What can you do in your life to develop the millionaire mindset? And I want you to realize today with everything that's available on the internet, you don't have to wait 30 years to become a millionaire.

4 Things You Need to do to Become a Millionaire

1. Develop a Millionaire Mindset

First, you must have the belief that you can easily become a millionaire.

Belief comes from making a choice. All beliefs are thoughts. They're thoughts you think over and over and over until you don't even realize it's a conscious thought anymore, it just seems like it's reality. But you have the ability to change your beliefs.

To develop your belief, practice daily affirmations like:

"I am so happy and grateful that I'm now earning \$1,000,000 a year."

"I'm so happy and grateful that I am looking at my net worth and my stock account and it shows \$2,000,000 or \$20,000,000." (Or whatever it is.)

"I'm so happy and grateful that I'm living a millionaire lifestyle."

If you do the affirmation over and over, it becomes the new belief that becomes your reality and then everything in your unconscious mind and subconscious mind will start to organize itself to actually help you create it.

2. Know Your Purpose Behind Becoming a Millionaire

The second thing is you must decide what being a millionaire means to you. These things that will keep you focused. Is it security? Is it

freedom? Power? Prestige? The ability to travel anywhere you want in the world? Philanthropy? The ability to make a difference in the lives of others? Have the money to invest? Is it the ownership of a house, two houses, or a vacation home?

Whatever that experience is for you, make sure that you write it down and get very clear what's the why behind being a millionaire.

For me, becoming a millionaire wasn't about the big house and the big car. Now I have those things, but the real purpose for me was about having the freedom to pursue my visions and to live my life purposefully.

To have the resources.

To be able to hire staff.

To have the electronic, video, and sound equipment at seminars.

To be able to rent rooms, do PR, and pay for advertising.

To be able to support my coaches.

All those things that I wanted to do had to do with the vision of changing the world. I wanted to inspire and empower people to live their highest vision, so if everyone did, everything in the world would work.

Make sure you get really clear about what is your purpose behind becoming a millionaire. Because that's going to drive it more than the actual million dollars.

It's the feeling that you want to achieve and the impact that you want to have that is much more important.

I suggest that you create a vision board of what you want and the pictures that would represent the lifestyle and experiences you expect to have when you're a millionaire.

A vision board is simple, it could be on your door, your mirror, or your refrigerator door. It could be on paper, construction paper, or wherever you want to put it. It's simply a place where you staple, glue, tape, or however words like abundance, prosperity, freedom, travel, unlimited potential, and images.

Be sure to include images of the vacations, the things you want to own, you on a stage, your children graduating, or whatever it might be

And for some people making \$75,000 a year is their comfort zone. They'll never make more than that unless they reset their thermostat. You have to reset it.

I'll share a story with you about how this financial set point works...

40 years ago I got a new job working at a training company in Los Angeles and the owner of that training company said he was going to go buy some shirts if I'd like to come along with him.

We went to a store called Allandale's in Westlake, California and the cheapest shirt in that store was around \$100. The owner was buy-



MAKE SURE THAT YOU WRITE IT DOWN AND GET *Very clear*
WHAT'S THE WHY BEHIND *being a millionaire*

that you think having a million dollar lifestyle would give you.

3. Transform Your Financial Comfort Zone

We all have a financial set point just like the thermostat in your house.

When we get to a certain level of earnings, our thermostat turns off the furnace, just like it turns off the furnace in your house when it reaches 68 or 70 degrees.

ing shirts for like \$150. I had never bought a shirt for more than \$38 from a place like Nordstrom's. This was way out of my comfort zone to spend that much money on a shirt.

I wanted him to think that I was successful so I bought one shirt that cost me \$148. I'll never forget this. I took that shirt home and I wore it and I sent it to the cleaners.

When it came back, I noticed that it was always the first shirt I would reach for. It was a better

quality shirt, it was designed better, it looked better, and it felt better.

Pretty soon my comfort zone changed from \$38 shirts to \$150 shirts and those are the only shirts I buy now and I've bought ever since. The act of moving into a new place shifted my entire sense of myself and made me uncomfortable wearing the lesser quality shirt.

Comfort zones are very powerful and you can change your comfort zone by visualizing, affirming, and taking actions in that new comfort zone that become a habit.

4. Decide Exactly What You Want in Life

Finally, you're going to need to decide how much money you want to have in your life. The exact annual salary, the exact net profit from your business, your total net worth, your portfolio of investments, investment income, and how much you want to have when you retire.

You have to believe it's possible to attain that. Come up with a specific number.

To stay focused on this number I want to teach you about a powerful tool which I've mentioned called affirmations. Affirmations are simply statements you repeat over and over and over affirming your new reality.

I like to use the very simple little formula, "I'm so happy and grateful that I now..."



Make sure you visualize it as if it's already come true.

For example, “I’m so happy and grateful that I now am looking at my bank statement of \$1,000,000 a year.”

Once you’ve created your affirmation, based on your goal and the numbers that you came up with, spend at least two to three minutes in the morning and two to three minutes at night repeating your affirmation every day. If you have three or four affirmations that’s great, go through them one at a time. Close your eyes and visualize having that reality.

To help yourself develop a millionaire mindset and shift your comfort zone I want you to write several affirmations that are expressing your eventual income and lifestyle.

“I’m so happy and grateful that I now have a \$200,000 a year income or \$500,000 a year income or \$1,000,000 income.”

“I’m so happy and grateful that I now spend my days traveling the world, solving problems to impact investing.”

“I’m so happy and grateful that I fully funded our kid’s college education expenses and have secured it in a 529 plan.”

Take a few minutes twice a day when you first wake up and right before you go to bed and repeat each affirmation. Close your eyes and see it clearly.

As long as you’re intending it, even if it’s vague, it works.

Make sure you visualize it as if it’s already come true and then feel the feelings you would feel. Fill in all the details of where you’d be, who else is there, what’s being said and as I said, most important, create the experience of the emo-

tions you’d be feeling if you’d already achieved it. Just like an actor.

Would it be joy, gratitude, happiness, pride, feeling powerful, or generous? Whatever you think you would feel, create that feeling in your body.

Use these financial goals as your destination. Your financial goal is one of your important destinations, the affirmation and the visualization is the car you’re going to drive to get there, and the emotional feeling is the fuel that’s going to propel that car. Research seems to show now that the emotions are the most critical part of this process.

Take Action

Here is your millionaire mindset homework to complete after reading this blog. Pull out your checkbook and write a check payable to yourself for the amount of money that you want to make in the next year. Sign and date the check, and

place it somewhere where you’re going to see it every day.

Use it as a daily reminder of where you want to be, the work you want to do, and whatever is necessary to reach that goal. Put it on your mirror, your refrigerator, or under the glass on your desk at work. You could even photograph it and make it a screensaver on your computer.

If you want to learn more about creating a vision board and creating affirmations that will change your life, click the banner below to get my free success tool, [21 Ways to Make Your Vision Board More Powerful](#).©

Jack Canfield, America’s #1 Success Coach, is founder of the billion-dollar book brand Chicken Soup for the Soul® and a leading authority on Peak Performance and Life Success. If you’re ready to jump-start your life, make more money, and have more fun and joy in all that you do, get FREE success tips from Jack Canfield now at: www.FreeSuccessStrategies.com

TWO, FOUR, SIX, EIGHT

HOW DO WE APPRECIATE?

BY NINA HERSHBERGER

“Customer Appreciation” events can be either a powerful marketing tool or a major embarrassment, depending on how much planning and effort you put into them.

Whether you’re reading this because you want tips for your business’s first-ever such event or because you want to understand what keeps going wrong with your grand dreams, be prepared to ask and answer many questions.

For starters, are you casting a wide net or keeping it cozy? In other words, which customers are you trying to show your appreciation for your loyal longtime customers or your heretofore unseen potential customers? The answer is crucial when it comes to cost and logistics.

If you’re concentrating on the existing customers, you can use the company newsletter, postcards, your website, or phone calls to let them know they are among the privileged few to be invited to take part in the fun and savings. (An accompanying R.S.V.P. request can take much of the guesswork out of planning.)

If you go for the mass audience, announcements via radio, newspapers, and flyers can entice novices to see what they’ve been missing. However, the wider the reach, the more chances for

unpleasant surprises about attendance, follow-up business, and cost overruns.

(I am aware of a farmer's cooperative in Tennessee that was quite proud of its expensive new fertilizer building and invited the public to tour it. A large percentage of the attendees had no intention of ever darkening the doors of the facility. They just grabbed their free KFC snack box and drove away, making the grand opening far from cost-effective.)

Keep in mind that you're not forever limited to just one type of event. You can host an intimate gathering for valued customers and then six months later have a wide-open celebration for the general public if you so desire.

How much of your marketing budget can you justify assigning to this one promotion? Once you make an educated guess about attendance, you'll know whether to go lavish or simple on food (Catered? Picked up by an employee on his way to work? Cooked on the premises?), entertainment (Games for the kids? Paid musicians? Ernie in Accounting and his perform-for-free bluegrass band?), discounts, informational booths, and gifts.

What is the optimal date for scheduling the festivities? No time is perfect, but do your homework and to the extent humanly possible, anticipate conflicts (everyone leaves town to watch the high school football championships, local craft festival dominates everyone's weekend, town's biggest employer is infamous for seasonal layoffs, months-long road construction makes it

difficult to reach your facility, multiple employees have already booked vacation time, etc.).

Once your date is set in stone, don't panic if some new conflict arises — Pat yourself on the back for doing your best and learn to roll with the punches.

Will the event be held during regular business hours or after hours? If the former, and you were trying to keep it low-key, be aware that some walk-in customers will unwittingly "crash" the event. Allow for them in the budget and make them feel welcome.

Do you know businessperson friends who have experience with Customer Appreciation events? Pick their brains for all the things that can go wrong (and right) with such an event. Then sit down with your team and brainstorm pitfalls such as inclement weather, garbage overflow, and internet outages. Have a backup plan if key personnel call in sick or if you start running out of food, calendars, ink pens, T-shirts, coffee mugs, etc.

How will your staff react to the added responsibilities? If you can roll up your sleeves and convince them they are making an invaluable contribution to the company's image and bottom line, they will live up to (and exceed) your expectations. If they become overwhelmed and feel taken advantage of, you may learn that gaining a few extra dollars isn't worth shattering company morale.

Finally, what exactly are your goals for the event?

Will it be enough to lock the doors after the celebration is over, grab a broom, and beam, "A good time was had by all"? Would you prefer to see x percent of attendees posting selfies of themselves

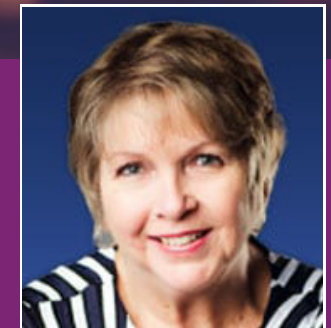
Before you plan, know your goals for the event.

at your business on social media? Would a 10 percent increase in sales directly attributable to the event be satisfactory? Or do you insist on snatching at least 20 longtime clients away from your crosstown rival?

In short, it's impossible to do a meaningful critique of a Customer Appreciation sale and tweak future events if you stumble through the process with no clear understanding of what constitutes success or failure.

You know you appreciate your customers, but a poorly planned event will give the opposite impression.

Plan your events carefully, and you can maintain or initiate mutually beneficial relationships that will last a lifetime. ©



Nina is a marketing fanatic who loves helping local businesses not only survive, but thrive. She was recognized as one of the top 6 marketers worldwide in 2009 and is the author of "30 Minute Marketing – 101 Ways to wow your customers, clients, and patients". She hosts a national marketing mastermind group where business owners from varied niches gather to plan, strategize and share marketing ideas.

NETWORK YOUR WAY TO SUCCESS 7 STEPS TO TAKE YOUR CONVERSATIONS TO CONVERSIONS

BY CINDY TURNER

Are you tired of having 'light-hearted' conversations at networking events that lead nowhere? Are you wasting time meeting prospective clients but failing to convert them into paying clients?

In today's connected world, networking has become a necessity. When done well, business networking will make a massive difference to your success, often leading to new professional opportunities that you might otherwise have missed. Unfortunately, many people struggle to shift a conversation from a light-hearted, get-to-know-you chat to a conversation that captivates and converts any prospect into a paying customer.

Late last year I was invited to a friend's party. I knew I wouldn't know anyone at the party, so I was excited to meet some new people. At the party I met a lady named 'Jane,' and we got talking. Being a lover of people and curious about where they've come from, I started asking Jane about herself and what she does for work. She shared that she's a naturopath specializing in helping women transition through menopause naturally. I was immediately impressed with her niche as it was personally relevant and a nicely defined area. As I was curious, I proceeded to ask Jane more questions about her business and how she helps her clients. During this conversation, it dawned on me what was going on with Jane and how she was holding herself back from having the success she wanted in her business. I asked if I could offer an insight that might help her in her business to which she was happy to receive it. This conversation led to Jane and me working together for almost six months now.

It can and truly is that easy to be anywhere and find prospective clients and convert them into paying customers. If you would like to build more powerful connections with your prospects whether it's a formal networking event or a barbeque, here are seven steps I use to

shift everyday conversations into ones that convert prospects into paying customers.

7 Steps to Shift Conversations to Conversions

1 What's Your Sign Say?

Imagine for a moment that you are wearing an A-frame sign with a front and back every moment of the day. And this A-frame sign is continually communicating to people around us who we are, what we believe, and what we have to offer (or don't have the confidence to offer).

The truth is, we cannot help but communicate these things in the way we carry ourselves, how we dress, and the words we use. We are regularly communicating, like the light on a lighthouse.

So, my question to you is... what results is your sign giving you? Are you attracting vibrant, amazing people to you or away from you?

You see, our outer world is always a reflection of what's going on in our inner world. And in business, our business is an even greater amplification of this. So, if you're struggling to attract clients, perhaps something needs to shift within you.

2 Authentic Communication

Many of the women I coach do not like networking. They hate it with a passion. Does this sound like you? The notion of networking raises a pile of icky emotions for many as they equate such events with sleazy sales, superficial conversations, and awkward moments.

The truth of it is that for many, attending a networking event is far beyond their comfort zone and smack dab in a place that feels inauthentic.

Did you know that the words we say makeup just 7% of our communication? Yes, only 7%! The remaining 93% is made up of our voice tonality and body language. We can say the most eloquent string of words, but if our body language and voice tonality don't match, we can feel misaligned.

And this is exactly what I picked up from Jane as we spoke about her business. She was saying lots of beautifully articulated words but her monotone voice and slumped posture were giving me the full story about what Jane believed about herself and what she had to offer.

In brief, to be perceived as confident and congruent in our communications, our words, voice tonality, and body physiology must match. Our subconscious minds are super amazing at detecting inconsistencies in others, which then leads us to doubt and refuse to trust which are deal-breakers when it comes to choosing to work with someone.

3 Be Interested or Interesting

Have you ever met someone and all they did is talk about themselves? And you even when you tried to offer a comment they continued to talk over you like they weren't interested? I recently met a woman who was the CEO of an NFP, and she continued to give me a diatribe about her and her role until I politely excused myself from her company. How does it feel to be ignored?

Many people dislike networking events because they're focused on themselves and their feelings of nervousness or inauthenticity. So, if you don't think you're interesting, then shift your focus on to those around you and be interested. Get curious, ask quality questions, and get them talking. This is one rule of thumb that has never let me know. Peo-

ple are the expert of their own lives and typically, are quite happy to share about themselves.

4 Service Over Sales

I have found for many women that a conversation around how they can be of service or support to someone is a much more comfortable one than a pushy 'salesy' conversation that feels forced and inauthentic. I was working with a financial adviser recently, who struggled at networking events to articulate her service offering in a way that felt comfortable and compelling. When we shifted the conversation from one attached to dollars and pushy sales to one that focussed on how she was helping to educate and empower women to build financial security she was much more comfortable and connected to her message. When we connect around 'purpose' and wanting to be of genuine support to others, not only do we feel more authentic and aligned, our prospects are more inspired to want to connect with us too.

What is it that you most help your clients to do? How do you support them? Once you are clear on this, your conversations will flow more easily.

5 Crystallise Your Value

If you don't know your value, how can others ever know? It is business critical to take the time to get clear on the value you bring. The greater your belief in the value you bring to others, the greater your level of income.

Your clients don't set your value, YOU do!

Know your niche, know your worth, crystalize your value both for yourself and for your prospects, and be prepared to ask for it. You are worth it. And yes, it is that simple.

6 Functional or Purposeful?

The other day I was shopping in a women's clothing store. Two ladies were working in the shop, and neither looked particularly interested in helping us. As I had a particular request, I needed to engage with the staff and was quick to notice that they were quite functional in their role, just going through the motions, completing my transaction in a way that was robotic and emotionally detached.

Have you ever experienced this type of service? Or worse, is this how you feel in your work?

A 'functional' experience is soul-destroying as it lacks passion and purpose. After we had left this shop, we decided to go to a café for some lunch, and to our surprise, we were met with quite an opposing experience. The service was friendly and efficient; the staff were happy and focussed on their customers. And the owner came and asked how our meals were and if we were having a good day. Now that is great service!

Being beige in business is a killer. Bring color and richness to your work. Connect with your passion and align with your strengths. Your unique gift to the world is where your passion and strengths overlap. If you're not in your sweet spot with your work, do yourself a favor and work towards getting there – this is your most important work and the easiest way to feel authentic and your fastest way to career success.

7 Powerful Pitch

When you share what you do for work, are you met with enthusiasm or do they say, oh that's 'interesting' and walk away? A powerful pitch is one that evokes an emotionally charged response.

Your aim is to gain genuine engagement.

So, when someone asks, "what do you do" – your answer should evoke a response such as they've taken out their diary to book a time with you or put you in touch with someone they know that will help you in your quest.

At the heart of your pitch is your mission or your 'why.' For an inspiring look at how to get to 'why' in your business, watch Simon Sinek's TED talk on Start With Why (ted.com)

When you know what you're up to in the world, you become a magnet of opportunity. People see your vision and want to help support it.

In Summary

It has been a rewarding experience working with Jane. She has transitioned from a meek, mild woman who underestimated her worth to a glowing, prosperous entrepreneur who's thriving in service to women around the country.

And remember:

- Be authentic
- Be interesting
- Be purposeful

Cindy Turner



Cindy Turner, Creator of evolvingwomen.co. Evolving Women is a global platform showcasing transformational programs to cultivate the wisdom and brilliance of women for women who are ready to change.

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