

**The Secret to Getting More Clients . . . FAST**

# **30 Seconds to Prospects Chasing You**



**By Alan Boyer**

## Want Expert Help?

**What are you struggling with?**

**Does it always seem that, as a small business owner, you are in this alone and you don't know where to turn when you have a problem?**

**Would you like to see your business double, triple, or grow even more in a matter of weeks with a little help?**

**Does it seem that you aren't able to have the cash flow that you had expected when you had that dream of being in business for yourself?**



Alan has discovered some pretty significant things that **multiply business results by 5-10 times in a matter of a few short weeks**. His goal is to work alongside of you until you have those skills where you can not only become successful, the one thing he wants all of his clients to learn is that their job is no longer doing the technical things they used to be focused on. It's not even RUNNING a business, it's in designing and redesigning a business while finding MULTIPLIERS. Multipliers that take the owner from just a few bucks per hour to sometimes thousands of dollars per hour.

**Would you like to be making several hundred to thousands of dollars per hour. Just ask Alan.**

***Want Help?***

Alan's busy coaching schedule, and clientele allow him to only accept a very limited number of new clients. If you're serious about growing your business, getting more clients, closing more sales, or just exploding your revenue and profits while working fewer hours, please use the following link to see if you qualify.

<http://www.leaders-perspective.com/qualify-for-coaching.htm>

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**“Doubled my business in 3 weeks, doubled again in the next couple of weeks, and up over 6 more times in 6 months.”**



Steve Wiegert, President, Fresh Air Pros

**“70% appointment setting rate with \$100M companies.”**



Dan Light, Dan Light Consulting

**“40% response to marketing – closing 90% on 1<sup>st</sup> appointment.”**



Cheryl Clausen, Coaching MegaAgents

**“More business in the last 4 weeks than the last 6 months.”**



Deborah Thode, Inside Out Solutions

**“Cold calls to appoints ratio 40%”**



Rocky Ramero, Profit Coach

**“Within 3 weeks – calls from large companies, Logitech, and Coca Cola”**



Keith Lawrence, Transparency Group

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# **Section 1**

## **The Secret to VERY Successful Marketing**

# What Makes Marketing Messages Work?

First, let me clarify something right off the bat. Everything that follows has a measurable track record of success. None of this is theoretical. It works. You'll see a 5-10 times increase in your marketing results . . .

If you

- √ Follow the guidelines now, and haven't been doing it before. Even if you have, reread these, you'll find ways to get even better.
- √ You understand what your clients' problems, wants, and needs are and communicate them properly.
- √ You apply it just this way

Your marketing results are likely to go up 5-10 times from where you were before you learned what you are about to learn.

## GETTING ATTENTION

*Nothing else matters*  
**UNTIL you GET THEIR ATTENTION.**

You have to get their ATTENTION before they will read the rest of a marketing message, or before someone will listen to you when they meet you anywhere.

Therefore, getting their attention becomes one of the most important steps you'll ever learn. Don't even try to tell them anything else . . . until you've got their attention . . . it would be a total waste of your time.

So, what gets their attention?

I can't emphasize this enough. Most business people try to dazzle their target audience with a label (I'm a \_\_\_\_\_), what they do, the process, credentials, years of experience . . . none of that matters to your target audience. It won't get their attention . . . period! And frequently they ramble on for paragraph after paragraph in their marketing, and for minutes when meeting someone face to face.

**You have only seconds to get their attention or nothing else you say matters.**

**Everything else will not be read, seen, or heard.**

When meeting in networking, meeting someone by accident most anywhere, or introduced by someone else, for any face-to-face encounter you have about 15 seconds to get their attention with the first words out of your mouth . . . or . . . nothing else will be heard.

When sending out printed brochures, mailers, newspaper advertisements, websites, emails . . . you have about 3 seconds to get their attention or it will be thrown in the trash. Nothing else will be read unless you get their attention. And, in some cases, that includes "even if they already know you."

You will get their attention when you start mentioning things that matter to your target audience first, before anything else is said. These will mostly be:

- √ Pain and problems – things they are struggling with
- √ Wants and needs – things they WISH they had, mostly luxuries.
- √ Solutions that provide answers to the two lines directly above.

Whenever you send prospects your marketing materials, brochures, letters, or they see your website, you have 3 seconds to get their

attention or they throw it out, or click off of it. Whenever you are meeting them personally, or networking, you have between 15 and 30 seconds to get their attention or they aren't listening.

From this point forward you will be learning how to connect to your target audience in THE MOST POWERFUL, MOST COMPELLING, way. We want them **chasing** you, not the other way around. Even the better so-so marketing only gets a slight interest. Our job is to get them WANTING to know more, actually chasing after you excitedly begging to do business with you. That's POWERFUL COMPELLING marketing that COMPELS someone to have what you have to offer.

Does that sound different from most marketing you've ever seen. It should! Most people do it wrong. You are about to learn the ways to turn no interest, or slight interest . . . into a compelling desire to do business with you.

Everything from this point forward is about providing you ways to MEASURABLY increase the number of clients that you reach each and every time you reach out to them . . . within seconds!. This does work.

In fact, when I've used this technique in a chamber networking event, or trade association about 50% of the room wants to talk afterward. Clients that have tried it have told me that their results went up between 5-10 times more than it was before.

So, let's start.

Although we will start with a 30-second elevator speech, the message we build for the elevator speech will become the core marketing message around which all of your marketing will be developed from now on.

I also expect that, once you get the first approach to this message, that the longer you think about what this means to you and to your market, that you will continue developing this message, making it more and more compelling over time. In fact, it should continue to evolve over your entire business lifetime . . . getting better and more compelling. You will also find slightly different market segments to fine tune it to.

# BUYER'S THOUGHT PROCESS

Let's first discuss what you've been doing wrong and then we'll move to the right way to do it. How do I know that you are doing it wrong? Because almost everyone is.

If you have been talking about  
√ you,  
√ your product or  
√ service  
in your marketing . . .  
**your buyer isn't interested.**

Does that surprise you?

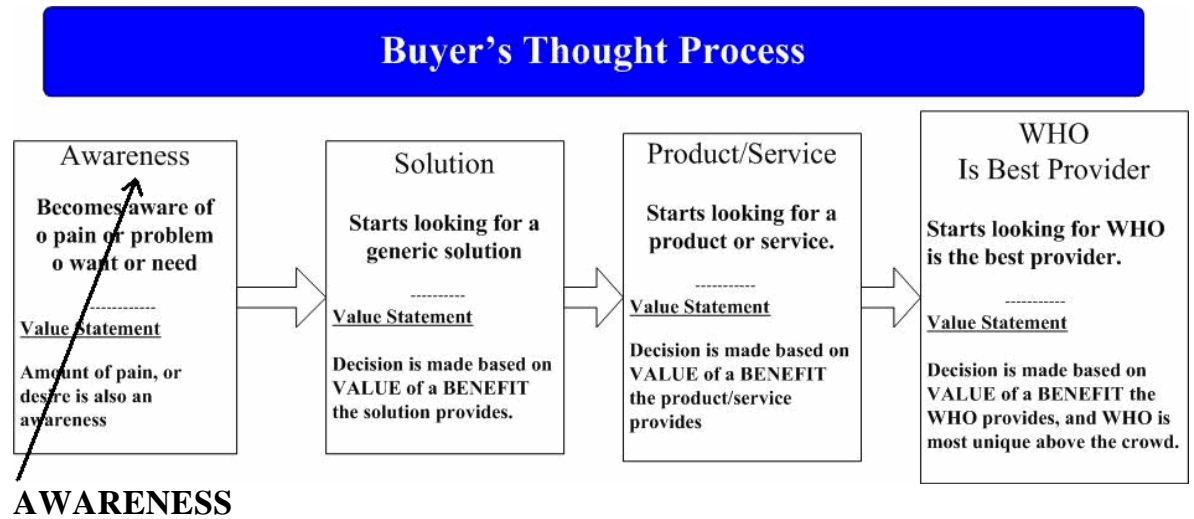
Do you go to networking event after networking event and barely get someone interested after 4-5 events and sales are even further apart than that? Or do you send out tons of marketing, ads in newspapers, and very few, if any, have ever replied?

So, how do we turn that around?

**Stop talking about those things and start talking about the very things that your prospect is VERY INTERESTED in, his issues.**

**We have to think like the buyer not like the seller.**

We must understand how our buyer thinks to be able to communicate with him. Here's "The Buyer's Thought Process" what he goes through as he discovers he has a problem and starts looking for something to help him out.



The first thing your buyer does is BECOME AWARE of a

- Pain, problem
- Want
- Need

These are the things that are on the TOP of your potential buyer's mind. You'll get his attention when you talk about those things, not your products or services.

Let's look at the order of priority, which things would get responded to the fastest.

### **Pain—**

Imagine that you are being stung on the hand by a bee. You will react very quickly to slap that bee right off your hand. Instant response depending on how much pain.

## **What The Buyer Wants – That’s Defined as a Luxury**

If you want something . . . that’s more in the “luxury” category. Let’s say that you want that beautiful bracelet you saw. Yes, you do want it, but you’ll put it on your “to do” list to go down to the jewelry store in a day or two. It isn’t responded to like the bee sting, pain. We do have priorities.

### **Need**

So, why does a NEED fit lower than a want? Because, most people buy what they WANT before they buy what they NEED. Sort of seems unnatural when I said a pain was the most important. A NEED seems to deal with some form of discomfort.

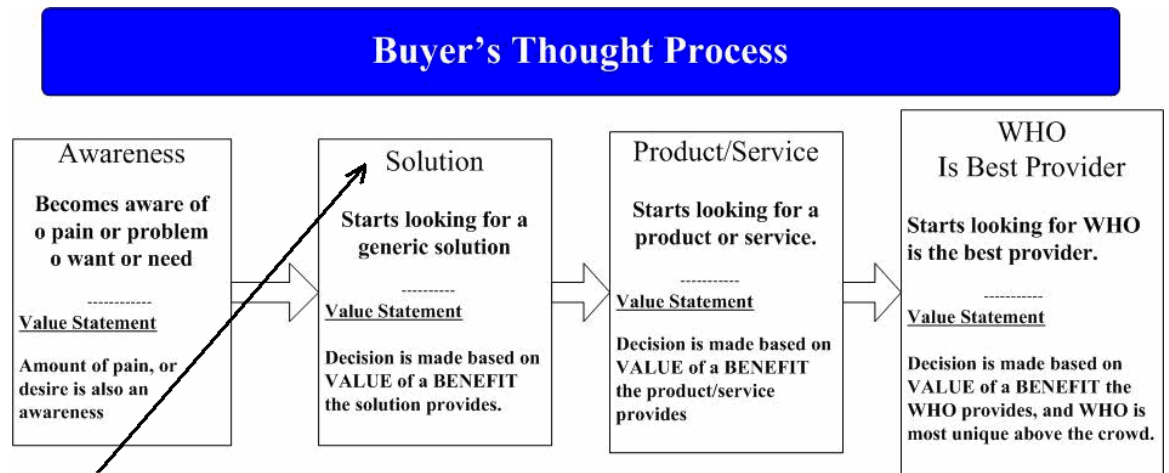
Let’s say that the carpet in the living room is worn through. You NEED a new carpet, but I’d bet that most of your prospects would buy that bracelet before they’d buy the carpet. And they’d slap that bee before doing either of the other two. If the discomfort really escalates up to the level of real PAIN your prospect will respond to that in a new order of things.

**If you want your prospective buyer to pay attention to you start by talking about his pain/problem, wants, or needs.**

**Not anything about you, your product, your service, your company, your processes.**

This is THE MOST IMPORTANT INTEREST for your buyer.

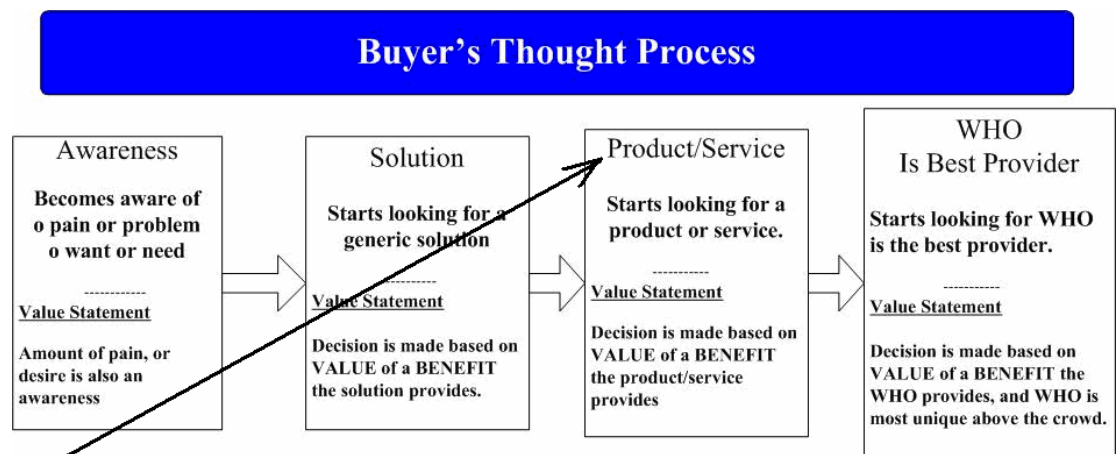
Keep in mind that there are things that ARE a pain in your prospects’ eyes, and there are things that you can elevate to pain level in how you approach what you say to your prospect. If you approach your prospect as if something is a want and not a real pain, he’ll respond the same way, so it’s up to you how you position yourself by what and how you say it.



## SOLUTION

Back to the Buyer's Thought Process – after your prospect becomes aware of his pain, he'll start looking for a **SOLUTION**.

Because your buyer isn't likely to know very much about the solution he needs yet, at this stage of his search the solution will be somewhat a broad-brush approach, vague, at least until he knows enough to narrow the search down to specifics.



## PRODUCT/SERVICE

After your prospect has found the broad-brush solution, he'll start narrowing the solution he found down to something more specific, a product, a service. It could even be a specific model number, or brand.

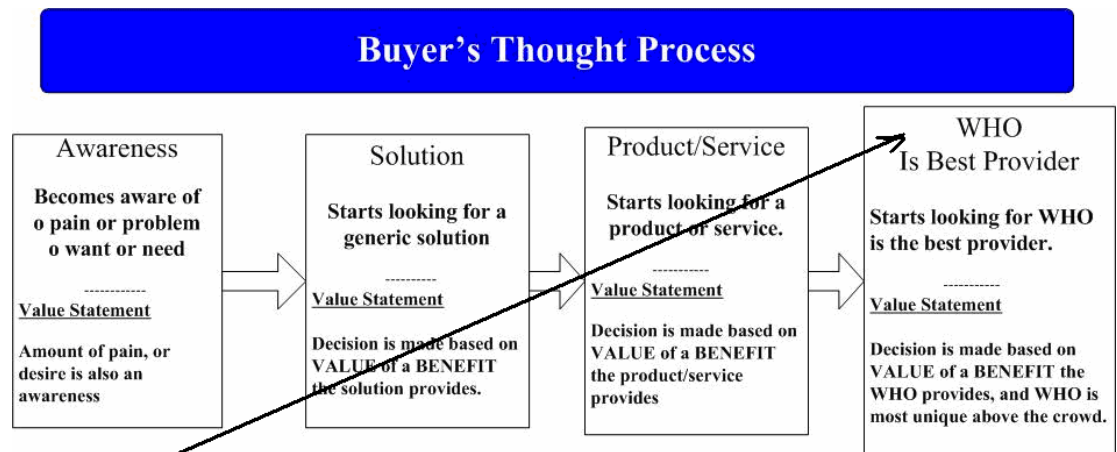
Keep in mind that IF you've been saying

- √ I'm a \_\_\_\_\_ [labeling yourself]
- √ I sell \_\_\_\_\_ [another label]
- √ What do I do? I \_\_\_\_\_ [start telling about "what you do," a process, or steps in your process]

These are all related to your products, your services. And, notice that NONE of those say anything about your prospects' pain, or solution. Therefore . . . he isn't interested . . . not until he knows that it has anything to do with his pain and his solution.

Since we have to get his attention before any of the rest of this matters, your buyer's thoughts haven't progressed to being interested in your products, everything you say about your products will not be read in your printed marketing, or listened to when meeting face to face.

In fact, you will BORE your prospect. You want his EXCITED ATTENTION, which resides over in the first two boxes. You missed the boat.



## WHO

After your prospect has determined the product or service, he'll start looking for WHO is the best provider of that product or service. After all, in most cases, there are a lot of providers of that product or service. The last thing your prospect is looking for is WHO is the best provider.

Now, we are about to embark on another serious AHA moment for most of you.

Stop for a moment and seriously consider this next question. Don't progress to the next line until you have at least thought about this question for several minutes.

**What is it that you see right at the top of everyone's marketing?**

Don't turn the page until you've seriously thought about this.

You don't have to have the answer, but visualize for a moment what every printed marketing, or website looks like. What is at the very TOP?

Almost everyone's marketing starts off right at the top with one or more of the following:

- √ Their name,
- √ Their company name,
- √ Logo,
- √ Address,
- √ Or something else about **THEM**

As I've said several times through this section,

*It isn't about you. It's about your buyer.*

Therefore, here's one of the biggest mistakes almost everyone makes, when you do what everyone else does, put something about you at the top . . . IT WON'T GET ANYONE'S ATTENTION. And getting attention is the first thing we MUST do or everything else is wasted.

There is a reason that most marketing falls totally flat, and the national direct marketing average response is between 0.5% and 1.0%. I'll take that to another step. From having worked with lots of clients, I'd say that ALMOST ALL marketing gets way less than that. So, you ask, How can almost everyone be way less than an AVERAGE? Easy. When the Small Business Administration says that over 80% of all small businesses fail within 2 years, and over 90% within 5, almost everyone tries a simple marketing approach, gets zero results, and then says, "That doesn't work, I'll never do that again!" They stop and go to "cheaper" methods, networking, word of mouth, etc. And since their marketing message is the same in those "cheaper" approaches, guess what? They get the same result, nearly zero.

So, why is the national average 0.5% to 1.0%? Because, "the survivors" are in this bracket. These are the 10% that will barely keep their heads above water in their business, struggle to make enough to pay the bills.

Yet there are something less than 1% of the businesses out there in a huge growth mode . . . because they learned the skills that, you are learning right here. These are the skills that can take even the 0.5% to

1.0% area, up into 5% to 10%, a 10 times increase. And, frankly, that is only the first step. There are other ways to put all of this together to reach several times that, 20% to 70%.

I know some of you are questioning this. To show you how important it is, I have a web page that is converting at 50% (yes that's true . . . 50% of the people that come to that web page contact me for some form of next step). The reason: I follow this formula, along with a few other things we'll discuss later and get their attention.

After verifying this response rate, I added my standard logo at the top to measure the effect. EVERYTHING ELSE is the same. The response rate dropped from 50% to 5%, a 10 times drop in number of people I reach. That happened because my logo distracts from what my readers are really interested in. Take their focus off of "what they want" for just a second and they will not read any further. As I've said before, it takes 3 seconds to get their attention, or they go away. Don't put anything between your prospect and what he wants. You'll see a huge increase in your marketing response.

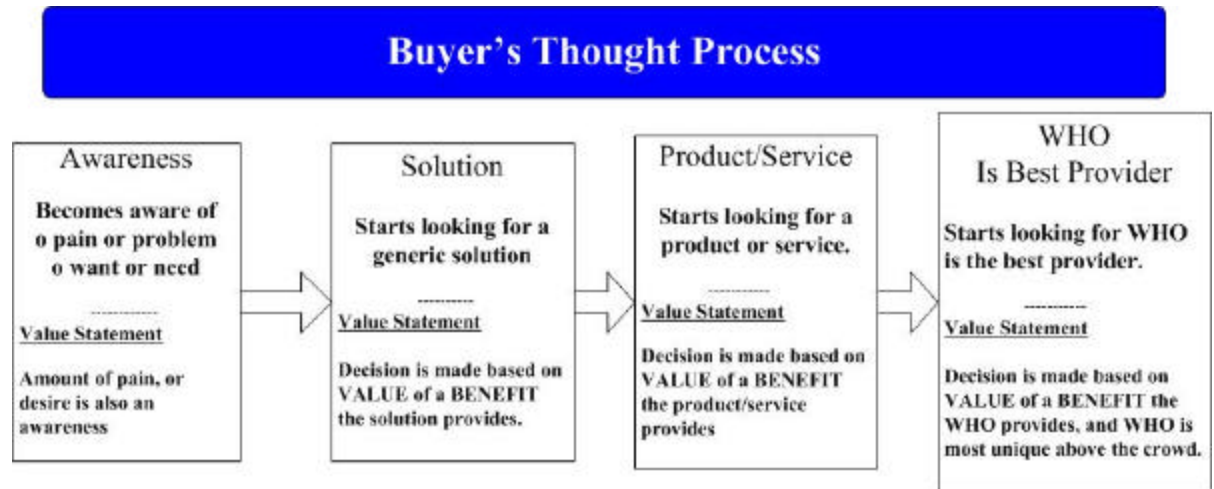
How many of you would like to get 10 times more prospects by just eliminating your name and logo from the top of your marketing? It is possible if the rest of your marketing follows the guidelines below.

I can say that even 5% is WAY above even the national average of 0.5% to 1.0% response rate for average marketing, Yet, getting it all right according to the AIDA formula will take you to levels you've never experienced before this. EVERY part of this formula is important.

**So, Is Your Marketing Message Holding You Back?**

Is it mostly about you, your products, your company, your credentials? Or is it about your customer and his issues, his pain, his solution. The more you make it about your prospect and his issues the higher your response rates. The more you talk about your prospect and his pain and solution, the higher the response rate.

The higher your response rate the more prospects will contact you.



## VALUE

Here's another very important question. Let's go to that SOLUTION box.

What one thing does your buyer need to know about your solution to know that your solution is the best? To be able to choose one, hopefully you and your solution. Think hard.

It is the VALUE of your solution.

I'm sure that you've heard "sell benefits" not features. We are just starting down that path, but I'm going to take you WAY beyond "selling benefits" at least when it comes to the response rates you are going to get from your marketing.

If you mention a benefit, such as "growing a business," or "increased sales," yes, it will get your prospects' attention faster than "I'm a \_\_\_\_\_," because it's of higher interest to your prospect. However, when you add "the value" of the benefit the interest level will go up . . . WAY UP. So, instead of saying you will help him "grow a business" or "increase sales" be able to state what the value is, such as "grow a business 50%", "double sales." And don't get hurt when your prospects stampede to get what you have to offer!

First, let's define what your prospect is interested in for SOLUTION. Separate ACTION from RESULTS.

***Your Buyer is interested ONLY in RESULTS. . .  
HIS RESULTS***

This is another very important point for you to understand. I know that some of you are selling an action and think that is what's important. It isn't. It's only important if it delivers RESULTS that your prospect wants. So, if you catch yourself trying to tell your prospect that the benefit you provide is "successful sales" or some other action, it isn't. If you are saying something like "successful sales" then turn that word "successful" into the real results, such as "increased business," "more clients" or something similar, and then put the value of that along with it. Always talk results not action, or if you do talk action then link the action clearly to the results.

Now, back to VALUE.

Once you have defined the benefit, find the VALUE of the benefit. Value is measurable results. That is the most important thing to your buyer, getting a benefit of extreme value.

In fact, there should be a value statement for each of the boxes in The Buyer's Thought Process. Your buyer has to make a decision for the best solution, the best product/service, and who's the best provider, and that one decision is all dependent upon knowing the value of each of the options he has within each of those thoughts he's going through.

What happens when you don't define the value?

Let's say that you are selling "sales training." Sales training is your product (the third box to the right). If you and 10 others are selling "sales training" and that's all you say, how would your prospect know which is the best answer in the product/service box? He wouldn't know the difference would he?

In that case, you have just thrown your hat into a ring full of sales trainers with no differentiator. Being able to either list the value that some of your clients have gotten, or a value that you see as a potential will help you prospect make his decision.

Believe me, I see clients struggling all of the time trying to define their value. Some totally rebel against defining what a client might get. I've heard statements such as "If I tell someone what they might get, won't I have to deliver on that?" The obvious answer is Yes. That's why what you say has got to be true and not hype. You aren't selling blue sky. You are selling how much reality is possible.

That's where some have difficulty. Some hesitate to put a value on something when they feel that "some just won't get there." And that is very true.

It's important for you to realize that you can either define your value by the "worst" value someone may get, the "average" value that the average get, or the "maximum", the "best" that might be possible.

With that wide spread some just find it difficult to put a number on it. So, let's define each of those levels, and then carefully describe what we are saying. Then we are selling reality.

My suggestion is to define

- Average value your typical client gets
- Minimum value a client has gotten
- Maximum value a client has gotten

And then clearly define those values.

Average --I can say that a client typically sees a growth of more than double in the first few weeks. I've heard clients struggle with "average" because they believe that they sell a \$1 product, a \$10, product, and even a \$1,000 product. So, they struggle with where the "average" is. Actually, you may find a really important answer here if you do attempt to answer the question. It is highly likely that each of these is a totally different target market. So, either find "the average" of all of them, or segment the markets and answer the question for each of them. We'll talk about segmenting your markets later.

Minimum – I'll be the first to admit that I've had some clients that are total failures. In that case, the minimum truly is zip, zero. But I can also say that "those that actually follow through by acting on the things we've discussed will grow at least 50%. The differentiator is "they have

to take the responsibility of working with me, and then doing what we've discovered" and they will grow by at least 50%. Those that don't work on the homework, or actually implement the concepts have chosen that path and that's not my responsibility. Therefore, I have clearly defined the minimum that a client should get IF he does the work and follows through. The key is that to define a minimum properly, I'll qualify the statement . . . "for those that actually follow through by doing what they learn, the lowest anyone every got was \_\_\_\_\_." So, be prepared to qualify your statement. Clarify a picture of what this looks like in your prospects' heads.

Maximum – Find some super terrific results clients have gotten. I can say that I've seen clients jump by 10 times in a week, and even more over a few months.

The bottom line is that you have now bracketed what a prospect can get from you, you have "positioned" yourself as being able to provide a predefined value. It is a very clear picture to your prospect of what he'll get from you. It should clearly differentiate you from your competition, and help you client decide on which is "the best solution," "the best products/services," and "who is the best provider of all of those."

VALUE is what you sell. Learning that is critical. Not defining that will forever keep you from succeeding. Defining it will typically increase the number of new prospects you get by 10 times or more.

So, do you want 10 times more clients every week than you have now?

## **WHAT NOT TO DO – MISTAKES TO AVOID THAT YOU’VE BEEN MAKING SO FAR**

In your marketing, face to face, print, website –

Don’t Talk about

- You,
- Your company,
- Your process
- How you do what you do
- Your credentials
- Your experience
- Use a label (I’m a \_\_\_\_\_)
- Talk for a long time

## **REVIEW OF BUYER’S THOUGHT PROCESS**

Let’s review.

**The most important things to your prospects  
are their pain, and their solution.**

Don’t say things like, “I’m a \_\_\_\_\_” filling in the blank with a label. That label is probably your product or service. Saying, “I’m a sales trainer,” or “I’m a business coach” is totally missing the point. That’s doesn’t tell your prospect that you understand his pain or even that you have his solution. You may THINK that it does, but it doesn’t. And, even if your prospect is smart enough to have worked his thought process through the steps, from awareness of his pain, to finding a solution that you provide, and to the product you provide . . . they actually may be at the stage of looking for that product you provide.

However, even then, talking about their pain first will get their attention faster than saying “I’m a sales trainer.” And, “I’m a sales trainer” says nothing about why should they pick you. Nothing about the value, no differentiator.

The same is true of talking about you, your company, your credentials. I hear people talk about “doing what they do for the last 20+ years,” or they are a “certified \_\_\_\_\_” whatever it is they are. Again, no one cares . . . because it doesn’t give any indication of how good you are at delivering measurable results.

Isn’t it possible that you’ve been doing this for 20 years and not really be very good at it?

Don’t you know people that do exactly what you do, been doing it as long, and yet, either they aren’t good at it, or, at least they aren’t as good as you are?

And that’s why we shouldn’t talk about how many years we’ve done this, or the credentials you have, only the results.

After having said that, let’s go back to The Buyer’s Thought Process. At first you get their attention around their pain, and their solution, and indicate the value you provide. That gets the prospect’s attention so that he wants to know more about you. At that stage he may want to know more about you and your products. When he asks . . . then help him by filling in those details. **HOWEVER**, keep in mind, it isn’t about you, it’s about your prospect and his issues. So, answer his questions, and don’t dwell on you. Turn it right back to the results your prospect is looking for.

# AIDA

Now, let's start developing structure to our marketing, how we put successful marketing together. Whether you are creating a 30-Second Elevator Speech for networking, a printed brochure, newspaper advertisement, business card, or other marketing approach, using the AIDA formula we'll be discussing will take you to new levels of success you've only dreamed about before this.

AIDA is a formula that represents the order of the steps to use when putting your marketing together.

- √ **A**ttention
- √ **I**nterest
- √ **D**esire
- √ **A**ction (call to action)

## Attention

As I said right at the beginning, if you don't get their attention in seconds your prospect won't stop long enough to read the rest, or if it's face to face he won't stop long enough to really listen to the rest you have said. So, it all starts with "getting their attention."

Think back to the last time you received someone's marketing and how you reacted.

If you opening your mail you are probably glancing to see if it's an advertisement and throwing it with less than a 3-second scan. In fact, if you believe "this is an advertisement" it probably already has achieved a specific status . . . throw it in the trash without reading further.

If you receive a cold call that sounds like all other cold calls, aren't you irritated and are hanging up before you really even listen to their opening statement. That's because that the attention it did get wasn't really of any interest to you. It was either not about your problem, or, at

the very least, you are so tired of those annoying calls that you don't stop to listen when it sounds like all of the rest.

So, everything we do from this point forward is to “get your prospect's attention by approaching them with something of VALUE to them” and they WILL stop to read or listen to you.

How do you get their attention?

If it's print media, or a website, the VERY FIRST THING THEY SEE must be about their pain and/or solution. A headline at the top that calls out to them.

It can even call out to them by name.

I tend to use a first line I call a “HEY YOU!” line, because it calls out to them by name. That is followed by a headline that talks about their pain, their solution, and a measurable value statement.

Here's one I use:

**Small Struggling Business Owners**

**How to Double Your Business in 3-4 Weeks**

If you were a small struggling business owner and wanted more business wouldn't this GRAB your attention?

In fact this very approach delivers between 5% and 10% response rates when used in a postcard to small business owners. That is 5-10 times higher than the average direct mail response rate of 0.5% to 1.0%. for a one-time mailer.

As we continue to develop further I'll show you ways to take that to 20% to 70% by developing the relationship over time and multiple mailers, so stay with me.

Stop for just a minute and answer the following questions:

Who is your ideal target market?

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What is their pain?

---

What kind of measurable result do you provide?

---

## **Interest**

The next thing you add to your market material is Interest. That's where you take the attention getter statement and develop it further. Give them some meat.

Keep it short and simple. Don't ramble on and on.

If you are writing a long sales letter, give them 2-3 sentences of something of interest to them around the attention getter line. If you are writing a short piece, post card, newspaper ad, etc. Use a series of bold dots listing what they will get.

## Desire

This may be another one of the most important parts. This is where we turn “interest” (someone slightly interested) into COMPELLING DESIRE to have what you want. I want my prospect to CHASE after me to get what he wants. Someone with a little interest is a tire-kicker, or someone who says “I’ll check that out some time.” But someone with a COMPELLING DESIRE to have what I have to offer will chase after me to make sure that he gets it. Isn’t that how you want to interact with your prospects?

I don’t want my prospect to have  
Just a little Interest

I want to leave my prospects with a  
COMPELLING DESIRE to have what I have to  
offer, to CHASE after me to make sure they get it.

That’s the difference between so-so marketing and powerful, compelling marketing.

So, how do you do that? Easy . . . at least it’s easy IF YOU’RE good at what you do. We just have to be able to let your prospect know in a way that matters to him. That’s why you’re here . . . right?

After giving them some interest, some meat, follow it up with a story or testimonial by a previous client showing just how VALUABLE it was to them. Remember that VALUE statement we talked about earlier. Well, this is when you get to use it.

## Action (Call to Action)

No matter how good you’ve done any of the other steps, without showing your prospect what steps to take when and where, it’s a high probability that he won’t take those steps.

I've seen people send out newsletters that are strictly informational, and because they believe it should be informational they don't use any call to action. The result . . . no response.

And, all they had to do was add a "Call to Action" to turn that "informational newsletter" into a producing marketing piece.

You have to ASK for what you want, and show your prospect the steps he has to take to get what he wants.

ALWAYS have a specific target action that you want in any marketing piece, or any letter, or newsletter.

Be specific about what you want, and don't provide options. For every option you provide you will be reducing your response rate, not increasing it.

Far too often we believe that by offering multiple choices we are likely to catch more people. For instance, I frequently hear, some people like emails, some calling on the phone, so the tendency is to have a call to action like this

Call me at xxx-xxx-xxxx or email me at [George@domain.com](mailto:George@domain.com)

And that is actually likely to reduce your response rate by up to 50%. Whenever you ask a prospect to make a decision you just added not 2 options, but 3. The three options are

1. Email
2. Phone
3. Can't decide, so wait, or don't do anything.

And more will choose number 3 than the other 2. You are better off picking one thing and ask them to do that. If you aren't sure which one, email or phone is better, then try tem one at a time. Send it out one way, then send it out the other. And see which one works.

In fact, if you still aren't sure that I'm right, send a 3<sup>rd</sup> one with the 2 choices, and you will see that I'm right. I encourage everyone to test their marketing.

### **Add a Sense of Urgency**

If you want to see your response rates go even higher, use a sense of urgency along with your call to action.

People are born procrastinators, therefore, many may receive your marketing and say something like, “Wow, this looks great! I need to do this. I’ll put this on the top of my stack on my desk and respond to it tomorrow.”

What usually happens is that it gets lost in the stack. Frequently it gets continuously shuffled to a lower priority as other higher priority items get handled. Some day in the future it will be discovered after it is probably too late to respond.

So, the next time you mail to this same person, they may remember it, and say “Wow. I wish I had responded to this last time. I’ll put this on the top of my stack and I’ll be sure to respond to it tomorrow.” It still gets shuffled and not responded to in time.

After receiving it several times, your prospect just may say that “If I’m going to respond to this, I’d better do it now because I really do need to do this.”

That’s why you’ve probably heard that you have to touch someone 6-7 times with your marketing to get them to respond. And, of course, there are those that just didn’t need it right at the time, but do when you send it to them again.

When I first started sending out postcards for my monthly seminars I’d send them the first week of the month for the seminar during the 3<sup>rd</sup> week of the month. Without a sense or urgency, I’d get a few responses the first time, a few more the 2<sup>nd</sup> time, and even more the 3<sup>rd</sup> time. However, the one that always generated the most response was the one I sent out to get to them at the beginning of the week of the seminar . . . “Last chance to sign up. Don’t miss this if you want to Double Your Business NOW” That sense of urgency always got me the biggest response.

However, if you want an even bigger response, put that sense of urgency right on the first one that goes out.

I frequently use a sense of urgency, “Call NOW or miss out. Most of my seminars fill in 4 days or less.”

That becomes a self-fulfilling prophecy. They do FILL in just about 4 days, 3 weeks before the seminar.

Let’s wrap up the AIDA section with an example of one of my postcards for my seminar.

Hey You	
<b>Attention Getting Grabber Statement</b>	
<b>Tag Line</b>	
<ul style="list-style-type: none"><li>• Bold Dots (interest, and desire builders)</li><li>• Bold Dots (interest, and desire builders)</li><li>• Bold Dots (interest, and desire builders)</li><li>• Bold Dots (interest, and desire builders)</li></ul>	<ul style="list-style-type: none"><li>• Bold Dots (interest, and desire builders)</li><li>• Bold Dots (interest, and desire builders)</li><li>• Bold Dots (interest, and desire builders)</li><li>• Bold Dots (interest, and desire builders)</li></ul>
Testimonial 1 <i>Name, Company</i>	Testimonial 2 <i>Name, Company</i>
<b>Call NOW xxx-xxxx</b> <b>Seminars typically fill in 3-4 days</b>	
Alan Boyer, Leader’s Perspective 6 Pemford Place, Liberty, MO 64068 Phone xxx-xxx-xxxx <a href="http://www.mydomain.com">http://www.mydomain.com</a> o <a href="mailto:Name@mydomain.com">Name@mydomain.com</a>	

Notice something? My name is AT THE BOTTOM, along with all of my contact information. It doesn’t belong at the top. It would distract from the attention getting line if it were at the top.

However, it is important. It does indicate that you are real, and not some fly-by-night company that doesn't want a buyer to know where they are.

As the "buyer's thought process" indicates, your prospect will be looking for something about you . . . but it is the last thing.

We'll continue to develop this concept further in future sections.

## **When to Use Your Core Marketing Message**

### **Face to Face**

#### **Networking**

**In speaking engagements**

**When you introduce yourself**

**Making Cold Calls**

**Leaving a voice mail**

**In your voice mail announcement**

### **In Your Marketing Materials**

#### **Printed Brochures**

**Business Card**

#### **Internet Marketing**

**Website**

**Email**

**Ezines and Newsletters**

**Article Marketing**

## **Measuring Your Success**

Most of our discussion so far has been around developing a 30-Second elevator speech that is really a knock-their-socks-off approach. If you have developed the core marketing message so that it connects with

your prospect's pain and solution, you will find that you are likely getting 5-10 times more people responding to your 30-Second Elevator Speech.

You can also take that same core marketing message and start using it in printed and electronic media such as websites, business cards, brochures, newspaper advertisements, yellow pages, letters, and postcards with similar results.

Be sure to measure your progress. The measurable results will tell you just how well you have done your work, and how well you are currently connecting with your target market. I'll set the bar at around 5% to 10% of those that receive your printed marketing, and anywhere from 10% to over 50% for your verbal 30-second elevator speech if you've developed a message that connects. If you aren't hitting numbers like that, then review your client's pain and solutions, and how you are saying it. Your lower response rate simply means that you haven't connected with your client well enough.

Your marketing activities should look something like the diagram at the right. Determine what the end should look like, set measurable goals as your target for your marketing, implement the plan (do the marketing), measure the results asking why you (either outperformed or underperformed), then look for ways to make it better, and "do it again" looking at the measurements for improvement.

You should see a pretty significant leap up from where you are by following the guidelines I've given you. But, as long as you continually review and make small changes (while following the guidelines) you are likely to see continuous higher and higher response rates. If, by chance, it drops one time, you just learned what your client doesn't want to see.



Keep in mind that the measurable results you get are as much about whether you have communicated the right things in the right way to your target audience. It's a measurement of whether you understand them.

**NEVER, NEVER, NEVER send out marketing and say "that didn't work . . . I'll never do that again."**

**That's a business death sentence!**

Your marketing is an opportunity to learn more about your market and continuously get better. When you say "I'll never do that again" that is a death sentence to your business. Marketing is the critical step that brings in customers. It's not something you can stop doing. You just have to get better and better.

If you were target practicing with your favorite sport rifle and were totally missing the whole target, would you ever get better at it if you said "darn, I missed. I'll never do that again"? Don't you have to analyze why you were off target to the lower right, and then bring the gun up slightly to the upper left? You may overshoot in the other direction, but it takes a few attempts to bring it right on target.



Sometimes the fastest way to get "on target" is asking for help from someone that has done it.

=====  
If you'd like to have help in developing your core marketing message further, call me at 816-415-8878, or email me at [AlanBoyer@leaders-perspective.com](mailto:AlanBoyer@leaders-perspective.com) . We may be able to get you into a free group session, or I'll help you one on one.

Also check out “Doubling Your Business” at <http://www.leaders-perspective.com/Double-Your-Business.htm> which steps up to the next level of managing your business.

# **Section 2 Workbook**

## **Developing Your Own VERY Successful Marketing Messages**

# Where the Rubber Meets the Road –

## Developing Your Own Core Marketing Message

Now that we've laid out the concepts, it's time to get down to developing your core marketing message.

We are going to develop your core marketing message around this format that I use to develop a 30-Second Elevator Message for my clients. The typical result is that most of my clients will see a 5-10 times increase in IMMEDIATE responses from networking events, or meeting prospects on the street, once they have developed a core marketing message that actually connects to their target market.

Once we have developed that 30-Second Elevator speech that message will become the core of every other marketing message and every other marketing media we target. This truly becomes your core marketing message, core to everything else, what you do and what you say. For most of my clients, they actually go back and redefine their business vision statement to fit with what they now define as what they do. It becomes POWERFUL.

The format will go something like below. We'll start by defining the target market, their pain, along with an emotional impact of that pain, the deeper reason that pain really hurts. And then we'll flip that picture 180 degrees to what it would look like after you've worked with them. This is where you'll give them a value statement of just how good it can get.

I work with [name your target audience]  
who struggle with [name their pain] and  
[stick the knife in and twist], make it  
emotional, paint a vivid picture of the pain].

[Name your solution], not WHAT you DO, or HOW  
you DO it, but WHAT RESULTS your clients get—and

then make it measurable, establish your VALUE]. People make buying decisions on the value they perceive. So, tell them.

Keep in mind that this is to be short, about 15-30 seconds maximum. It is only TO GET ATTENTION and nothing else. Don't try to do more. Don't try to expand on this. Get their attention for just one important point.

The outcome WILL BE that more people than you've ever had before will immediately say something like:

“Wow, tell me how you do that” or “Wow, tell me more.”

The answer you'll give isn't likely what you think you should give. As I've said before, even though it may appear that they are asking you to tell them about you, your processes, it isn't about you. It's about them. So, keep it that way.

You will have a brief opportunity to give them more, and the MORE should still be around a value statement that someone you've worked with has accomplished, or what the potential is if they would hire you.

A good approach is to give them a story about a previous client. And that story should follow almost exactly what you said in the first part. You'll start with a story of a client who had a similar pain, who did whatever it was (list it briefly, when your prospect hears the pain, and the action they will go, “Oh, yeh, I had that happen to me too. That is a great idea you suggested!”). And then wrap it up with a value statement that your client got from doing that.

It might look something like this.

“I once had a client who was struggling with getting enough clients of his own. He was having serious problems having enough to pay the bills from month to month. After he learned the marketing approach we showed him, he immediately had 10 times more people walking in just 1 week later. Within 6 months he was on track for his first Million dollars.”

And, then . . . you hand it back to them. Don't keep talking.

“So tell me what you are struggling with?” or “Tell me about your business.”

And, your prospect will be off to the races telling you every problem he’s faced. He’ll reiterate where your story hit home with him. And he will be asking for an appointment.

As I’ve said before, it’s about them, and not about you. So keep the conversation on them and their problems.

OK, so let’s get started on developing your core marketing message.

### **Ideal Target Market**

Many small businesses WAIT to see who walks through their door, and then pounce on the first \$5 purchase that walks through it.

Our job isn’t to WAIT for anyone. It is to define who we want, the IDEAL prospect, and then to actively fill the pipeline with them. That ideal client may be one that buys \$100, \$1000, \$10,000 or even millions of dollars. Our job is to define who we want and then go get ‘em, fill our pipeline with them.

I’ve seen companies go from struggling to thousands of dollars per hour by just answering the question of who is your ideal client. I’ve seen companies go up to 10 times in just one week by answering that question. It may be one of the most important questions you’ve ever answered about your business.

One business coach was struggling to get a \$5,000 coaching client. Hadn’t sold more than 1 or 2 in 6 months. As she was defining her ideal client, at first she said she might target corporate clients instead of the individual coaching clients. That might reap her \$10K to \$15K per job by having multiple clients in one place, a CEO, several VPs, and possibly top managers. Then, as she looked at what would happen if she went the other direction she really struggled because she believed that reducing her price would make it harder for her to be profitable. What actually happened was that she reduced her price to \$250 for group “intro to coaching” and ended up with 100 people a month in her class,

or \$25,000 a month for less than 4 hours of work. The end result was \$6,000/hour.

Isn't it amazing what you can do when you find your ideal target market?

Who is your IDEAL target market?

When you start answering this question for the first time, don't let anything stand in the way. Reach bigger than you've been comfortable reaching before. This is someone you'd LIKE to do business with and that may feel uncomfortable at first. So reach.

Start by listing on the next page a minimum of 5 different IDEAL target markets?

At this stage I want you to challenge yourself to dig for a "specific" target market. DO NOT say I work with "anyone" or "anybody". This exercise is to help you narrow down on specific target markets.

Fill in the industry, title of your target person in that market, geographic location, and company size.

### **Your Target Market Isn't EVERYONE or ANYONE**

Even if you do feel that you can work with almost anyone, and they would benefit from what you do, this exercise is to help you narrow down.

When someone says that they work with almost anyone who has a specific problem, or almost any one in the world can use their services, the real result is that you don't get "the world's attention" so you aren't being very successful.

When it comes to cosmetics sales people, they frequently say things like, "I work with anyone who has skin." The typical result is that this doesn't point out someone specific so it goes right over everyone's head. However, if that same cosmetics sales person says, "I work with women CEOs who are especially concerned about appearance" that will connect to someone who feels that way or someone who knows someone who feels that way.

When I place a pay-per-click ad on the internet if that ad is targeted to “anyone” know one would find it, because few people are looking for “anyone” but there are people there looking for answers to a specific problem that is specific to them or their industry. So, if you want to get attention, we have to narrow down to a specific problem that that industry has, that person in that title position has, that company size, or industry group has.

I’ve worked with Chiropractors, and when I target a chiropractor I frequently mention that I’ve had clients go from 30 patient visits a week to 180 patient visits a week in 2-3 months. If you are a chiropractor you will recognize just how significant that is. Without defining that target market I couldn’t talk about it that way.

If you are stuck on “anyone can use my service” what I’d like for you to do is to segment into different groups those you have worked with. You will probably discover that you’ve had better progress with certain types of companies, certain types of people, so break up your lists into those segments. That’s one of the reasons I have provided a list of about 10 potential target markets. Right now this is for brainstorming to get the thoughts down. Eventually, we’ll start prioritizing, and throwing some of them away. For now, list them in groups.

As I mentioned previously, I use a HEY YOU line that calls out to this person, and then hit him with an attention getting line that is targeted to his problem. If you can’t name this person, or his problem, your attempt to market to “the world” will keep you in limbo.

In the chart, feel free to substitute column titles. Where Industry is, you might substitute a title, or other description of type of person or company. Or even create another column. As I said, this is for brainstorming to find your answers.

## **Pain/Problem**

After you have created your Ideal target market list and narrowed the definitions, it’s time to put in their pain. List 5 or more pains they typically have. If you need more space, create another worksheet. The idea is to clearly describe their problem.

As you develop their specific pains you are likely to start seeing different markets, or different approaches to these markets. Defining their pain will help you more clearly see who you help and how you help them.

## **Emotional Pain**

For each pain that you list, dig deeper for the more emotional side of that pain. Fill out the Emotional Pain column in the chart. There should be an emotional pain for EACH of the pains listed. If you need more room, then start another sheet. You could easily have more than one emotional pain for each of the pains listed.

Ask yourself “What else does that pain actually do to them, or prevent them from doing?”

Let’s say that the original pain you listed was “not having enough clients.” The additional emotional pain could be:

1. Not enough money to pay overhead
2. Not enough money to buy more marketing the next month. That results in a downward spiral of just getting worse and worse.
3. Not having enough money for the owners to take home pay
4. Employees not getting paid
5. Working long hours for little return, ROI very low.
6. Working harder than when they were working for someone else for less.
7. Not able to do things with family (both from not having enough money, and having to work long hours).
8. Won’t have retirement.
9. Using up savings.

You will find, as you put together your core marketing message that the emotional side of the pain has an even bigger impact on your connecting with the business owner. That’s why I defined it earlier as “sticking the knife in and twisting it.”

The result of using the emotional side in your marketing is that you are pointing out to your target market just how important that pain is. You

are helping them feel the pain, as if “they just felt that knife go in and twisted it.”

Your marketing material should make them visibly see what’s happening and feel the pain.

Remember when I said people respond to a bee sting fast. Well, you are helping them see what’s going on right in front of them, making it visible, and helping them feel the pain. They will respond to that just like a bee sting by slapping at it, acting on it fast.

In some cases, your prospect may be aware of the pain, and in other cases, they have either buried their head in the sand avoiding it, or just haven’t become aware of the pain yet. In any of those cases you are helping them see it and feel it, and they are very likely to act on it after seeing your marketing.

This is POWERFUL stuff.

## **Measurable Value You Bring to Them**

This is where you can show them the VALUE you bring to the table. This is where you will paint a picture of what the opposite side looks like, when it’s fixed, when they work with you, when they have bought your products or services.

You can list a benefit, but make sure that you provide a value statement that goes with it. Make it a measurable result, not an action.

The measurable value you bring can be THE MOST important thing you will show your prospective client. It is the differentiator. It is the very reason they will decide to buy from you, or decide not to buy. This is where the rubber meets the road.

If you are struggling with this, look back at the section where I discussed VALUE, around finding the average value that most clients have gotten or the typical client, the minimum value you’ve gotten, and the maximum value you’ve gotten. That clearly brackets the potential

value that your new prospect might achieve. That is what they will buy from you.

- If you have been in business for a while, use testimonials from previous customers.
- If you haven't captured this kind of data from a previous customer, call some up and ask them just how much progress they've made because of working with you. (Ask them for measurable results.)
- If you are a start-up business, ask yourself what you deliver, and what the potential is. If you plan and model it you should be able to have a pretty accurate target.

From experience in working with my own clients, at first many of them will answer "it was great" and yet they can't tell you just how great it was. They have no measurements. In most cases, I don't allow them to get away with "it's great." I'll ask them to "take your best guess," "how much do you think it is?" Most will have a better guess than you will ever have. Some will not have an answer. If you haven't asked these questions up front, you are digging for the best guesses you can get at this stage.

There will be other benefits that come out of this. For one, the next time you work with a client, you'll be looking for these answers right along with the client as you work with him. You'll see the results as they happen, and, frankly, you will find even bigger and better opportunities just because you are tracking your results.

You are, after all, delivering measurable values to your clients, and once you measure your own progress and results you'll get better and better at delivering them. In fact, I'll guarantee that you'll get steadily better at delivery, and steadily better at what you say in your marketing. It just works that way.

## **Setting Priorities**

Now that you have those answers in the chart, you likely have experienced a few AHA moments. It's likely that you have discovered where you have helped a lot of people, what their typical problems are

(and found a few that you may not have been aware of), and what you have done for them and the value of that.

You may have several target markets written down.

Ask yourself

- 1) Which ones am I the most passionate about?
- 2) Which ones have I made the most difference for? Are there any that I could have done better for?
- 3) Which ones are in the most pain and need me the most?

Which ones will you focus on next?

If I said that you could only work on one, which one would that be?

If I said that you could only work on 2 which ones and why?

For now, either you will work on one, or at most 2 at a time. We'll develop those and then make those happen for you. Trying to do them all at once is likely to result in none of them being done well. And that could have been a part of your problem in the first place as you tried to "sell to the world."

If, after developing those, and you still want to do others, then take another one or two and develop those.

However, you are likely to find, as you develop a specific very targeted market, that you can't focus and do them all justice. As you work on 1 or 2 at a time you'll see the results start happening and what was missing before. The rest are likely to drop by the wayside.

## Putting Your Core Marketing Message Together

Once you've answers those key questions in the chart. You have the answers you'll need to finish the core marketing message.

In the previous section we prioritized down to at most 2 at a time. Take your top 1 or 2 and write them into the following format. One message for each target.

You probably have listed more than one pain for each target market. Now's the time to pick the most painful pain, and the most impactful result you've delivered, and then pick no more than 2 pains or results for each of those target markets.

Now, let's develop the core marketing message for your top 2.

### Target Market #1 (highest priority)

#### Problem #1

I work with \_\_\_\_\_ [name your target audience]  
who struggle with \_\_\_\_\_ [name their pain] and  
\_\_\_\_\_ [stick the knife in and twist  
[make it emotional, paint a vivid picture of the pain].

\_\_\_\_\_ [Name your solution] \_\_\_\_\_,  
not WHAT you DO, or HOW you DO it, but WHAT RESULTS your clients get—  
and then make it measurable, establish your VALUE]. People make buying decisions  
on the value they perceive. So, tell them.

What measurement would indicate that this core marketing message is working?

If you are using it in a networking group that measurement might be “How many people rush up to you afterwards to ask ‘How do you do that’ or ask for an appointment. You should be able to get 25% to 50% of a room IF your target market is setting there.

I also pay attention to whether I see heads come up from near sleep, or the rumble of the room.

What measurement shows you have success? \_\_\_\_\_

Now develop a story to support this when someone asks, “Wow, so how do you do that?” It should follow the same format.

When someone asks you “How do you do that” you might answer.

“You know, the best way to answer that question might be to tell you about a client of mine who \_\_\_\_\_

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The format is likely to be a client who was struggling with, who had this kind of pain (and naming the emotional pain), and when they followed the principle I mentioned, they \_\_\_\_\_ [name the measurable result they got from you].

The entire story shouldn’t be over about a minute. Don’t hog the spotlight. Answer their question and then ask them to tell you more.

- Ask them to tell you what they are struggling with.
- Ask them “what caught their attention that caused them to approach you”
- Ask them to tell you about their business.

This usually leads them to open up about their worst nightmares, or flat out ask you for an appointment.

### **Problem #2 (if you have more than one problem)**

I work with \_\_\_\_\_ [name your target audience]  
 who struggle with \_\_\_\_\_ [name their pain] and  
 \_\_\_\_\_ [stick the knife in and twist  
 [make it emotional, paint a vivid picture of the pain].

\_\_\_\_\_ [Name your solution] \_\_\_\_\_,  
not WHAT you DO, or HOW you DO it, but WHAT RESULTS your clients get—  
and then make it measurable, establish your VALUE]. People make buying decisions  
on the value they perceive. So, tell them.

What measurement would indicate that this core marketing message is working?

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=====  
Do NOT try to combine these problem statements into one for this target market. The more you add the harder it is to get their attention. Listing tons of things that a client experiences, or tons of results will only obscure the major result you want to use to get attention. If you feel that both problems are important, then give them one at a time. Use one during one time you meet, and use the other the next time you meet that person or group. However, even then, don't be so different each time. Stand for something important, be known for that.

**Target Market #2 (2<sup>nd</sup> highest target market priority)**

**Problem #1**

I work with \_\_\_\_\_ [name your target audience]  
who struggle with \_\_\_\_\_ [name their pain] and  
\_\_\_\_\_ [stick the knife in and twist  
[make it emotional, paint a vivid picture of the pain].

\_\_\_\_\_ [Name your solution] ,  
not WHAT you DO, or HOW you DO it, but WHAT RESULTS your clients get—  
and then make it measurable, establish your VALUE]. People make buying decisions  
on the value they perceive. So, tell them.

What measurement would indicate that this core marketing message is working?

If you are using it in a networking group that measurement might be “How many people rush up to you afterwards to ask ‘How do you do that’ or ask for an appointment. You should be able to get 25% to 50% of a room IF your target market is setting there. I also pay attention to whether I see heads come up from near sleep, or the rumble of the room.

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\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

The format is likely to be a client who was struggling with, who had this kind of pain (and naming the emotional pain), and when they followed the principle I mentioned, they \_\_\_\_\_ [name the measurable result they got from you].

The entire story shouldn't be over about a minute. Don't hog the spotlight. Answer their question and then ask them to tell you more.

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- Ask them to tell you about their business.

This usually leads them to open up about their worst nightmares, or flat out ask you for an appointment.

### **Problem #2 (if you have more than one problem)**

I work with \_\_\_\_\_ [name your target audience]  
 who struggle with \_\_\_\_\_ [name their pain] and  
 \_\_\_\_\_ [stick the knife in and twist  
 [make it emotional, paint a vivid picture of the pain].

\_\_\_\_\_, [Name your solution],  
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Do NOT try to combine these problem statements into one for this target market. The more you add the harder it is to get their attention. Listing tons of things that a client experiences, or tons of results will only obscure the major result you want to use to get attention. If you feel that both problems are important, then give them one at a time. Use one during one time you meet, and use the other the next time you meet that person or group. However, even then, don’t be so different each time. Stand for something important, be known for that.

FOCUS, FOCUS, FOCUS on your target markets, their pains, and the results you give to them.

Don't try to do ONE for a huge market. Break that market up into small segments while determining the specific pains and solutions for each of those markets.

As you develop several markets, you will soon discover that you can't do them all justice with the time you have. At that point prioritize on the markets that

- √ You are most passionate about
- √ You have the highest returns
- √ Where you make the most difference, have a higher value statement.

Other opportunities will be to focus on raising the value you provide in certain markets.

The more you focus on the **results** you actually deliver

- the more you will start delivering higher values, and the more you will be able to define MUCH HIGHER VALUES in your marketing
- the more your clients will be focused on the values you provide and actually help you get better at doing it
- and the better you will get at saying what they wanted in the first place.

## Ideal Target Market Worksheet

	<b>Industry</b>	<b>Title</b>	<b>Company Size</b> (\$ or # Employees)	<b>Geographic Location</b>	<b>Pain</b>	<b>Emotional Pain</b>	<b>Measurable Value You Deliver</b>
<b>1</b>					1. 2. 3. 4. 5.	1. 2. 3. 4. 5.	1. 2. 3. 4. 5.
<b>2</b>					1. 2. 3. 4. 5.	1. 2. 3. 4. 5.	1. 2. 3. 4. 5.

	<b>Industry</b>	<b>Title</b>	<b>Company Size</b> (\$ or # Employees)	<b>Geographic Location</b>	<b>Pain</b>	<b>Emotional Pain</b>	<b>Measurable Value You Deliver</b>
<b>3</b>					1. 2. 3. 4. 5.	1. 2. 3. 4. 5.	1. 2. 3. 4. 5.
<b>4</b>					1. 2. 3. 4. 5.	1. 2. 3. 4. 5.	1. 2. 3. 4. 5.

	<b>Industry</b>	<b>Title</b>	<b>Company Size</b> (\$ or # Employees)	<b>Geographic Location</b>	<b>Pain</b>	<b>Emotional Pain</b>	<b>Measurable Value You Deliver</b>
<b>5</b>					1. 2. 3. 4. 5.	1. 2. 3. 4. 5.	1. 2. 3. 4. 5.
<b>6</b>					1. 2. 3. 4. 5.	1. 2. 3. 4. 5.	1. 2. 3. 4. 5.

	<b>Industry</b>	<b>Title</b>	<b>Company Size</b> (\$ or # Employees)	<b>Geographic Location</b>	<b>Pain</b>	<b>Emotional Pain</b>	<b>Measurable Value You Deliver</b>
<b>7</b>					1. 2. 3. 4. 5.	1. 2. 3. 4. 5.	1. 2. 3. 4. 5.
<b>8</b>					1. 2. 3. 4. 5.	1. 2. 3. 4. 5.	1. 2. 3. 4. 5.

# Would you like to have a 5-10 times increase in number of prospects chasing you?







**In any kind of marketing . . . internet, website, direct mail, email, networking, etc.**

I did say CHASING you, not just INTERESTED.  
Big difference.

Would you like to have these kinds of results in your  
business?

Read this book, answer the questions in the workbook for your business, and then use the concepts.  
It does work.

See some outcomes below:

<p><b>“Doubled my business in 3 weeks, doubled again in the next couple of weeks, and up over 6 more times in 6 months.”</b></p>  <p>Steve Wiegert, President, Fresh Air Pros</p>	<p><b>“70% appointment setting rate with \$100M companies.”</b></p>  <p>Dan Light, Dan Light Consulting</p>
<p><b>“40% response to marketing – closing 90% on 1<sup>st</sup> appointment.”</b></p>  <p>Cheryl Clausen, Coaching MegaAgents</p>	<p><b>“More business in the last 4 weeks than the last 6 months.”</b></p>  <p>Deborah Thode, Inside Out Solutions</p>
<p><b>“Cold calls to appoints ratio 40%”</b></p> <p>Rocky Ramero, Profit Coach</p> 	<p><b>“Within 3 weeks – calls from large companies, Logitech, and Coca Cola”</b></p>  <p>Keith Lawrence, Transparency Group</p>

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