How to Get More Customers from Your Website

...even if you think
you've tried everything!

Jed Wylie

Contents

PART 1

LAYING THE FOUNDATION

Chapter 1
Intro & Honesty

I spend most days developing marketing campaigns for my customers. These campaigns do three things for the businesses I work for;

1. increase the number of customers

2. increase the number of times customers buy

3. increase the average value of a customer's transaction

Most of these campaigns run for months, even years without needing reworking or large-scale investment. And for many businesses this is the holy grail of marketing – a system which generates customers automatically.

As you'd imagine there are lots of different approaches you can take to building campaigns and, in this book, I want to show you one of the most productive marketing campaigns ever built. But even better than that, I'm going to show you exactly how to do this yourself.

Mercifully Brief Introduction

I'm Jed Wylie a professional online marketer with more than 15 years' experience in solving digital/online problems. As MD of digitalROAR I have seen how hundreds of websites work across every kind of vertical market. I put all this experience down in my best-selling book "Make Your Website Sell" (Marshall Cavendish).

I have been featured in the Daily Express and was guest blogger for the prestigious 123-Reg blog (cc: 250,000) for over a year. I have been a guest speaker to over ten thousand people. And more than 23,000 people read my monthly free ROAR Inspiration email dedicated to all things marketing.

I been privileged to work with some astonishing customers – from the billion-dollar AFL, to the highly innovative Henchman and the simply wonderful London Symphony Orchestra to the progressive South Staffordshire Council. They have all provided inspiration for what you are about to read. (If you'd like to read a little more about my experience, background and skills, please take a look at my ROAR Consultancy Service here: **www.digitalroar.co.uk/consultancy**.)

I work across the UK but live in a very beautiful part of Staffordshire with my wife and son. And in the occasional spare moment I write music and watch cricket but rarely together.

Honestly, this is Not a Magic Bullet

Before we begin, I need to state up front that there is no 'magic bullet' to marketing – there never has been and there never will be. There is no single approach that will solve all your business growth issues overnight. Businesses are complex animals and no two are the same. This means that no two strategies for growth can be the same and I would not wish to present this material as a fix-all panacea.

You will not find in this book promises of your business becoming the next Amazon. Nor do I suggest that all this can be done in 5 minutes or requires no thought. Anyone in business who thinks growing a business is easy, requires no effort and can be achieved overnight won't be in business for very long. After all, you can't expect a crop if you don't sow the seeds. Nor am I promising/predicting that your results will be the same as those I mention in the book. Everyone gets different results depending on how they implement the strategies.

This is book is for businesses who want to grow and need a clear strategy to do so.

That said, the model you'll discover laid out in these pages out is one which has been repeatedly tested and verified. For example, EVERY customer we have acquired in the last 4 years has come from this method and during that time we have attracted some major customers each of whom has no less than £1,000,000 turnover per year. Our largest to date being the multi-billion-dollar AFL. And now many of my customers are using this method to great commercial effect.

Additionally, this approach has been used to develop multi-million-dollar revenues for the likes of; Brendan Burchard, Tony Robbins, Frank Kern, Dan Kennedy and many more.

The bottom line is, it works. And not because it employs some advanced strategies (although it does, by the way) and not because it uses clever technical solutions (again, it does) but primarily because it uses a basic law of human interaction which is simply this:

By helping our prospects achieve their goals they will reciprocate by becoming our customers.

The Value of a Marketing Campaign

First off, it's worth noting that a marketing campaign is a little different to most marketing that takes place.

Here's how it works in a lot of businesses. The want to promote their business so they make an offer and send it out via email. Or they write a post on Facebook or Tweet it. They may even go old-school and send out some direct mail.

This is not campaign marketing. (In fact, it's only just marketing.) The reason it isn't is because it regards each marketing channel (email, social media, mobile, website, etc.) as separate. Consequently, it fails to recognise the deeper potential of marketing which happens when you link ONE MESSAGE through each channel together in a co-ordinated way. When you do this, it creates an effect which is greater than the sum of the parts. In other words, 1+1+1=10.

The main thing to notice about campaign marketing is that it is a SYSTEM. A prospect enters the system, goes through a series of stages and arrives with you as either a ready-to-buy prospect or better yet, an actual customer. The system is automated (i.e. pre-written) and is typically fed through advertising. The smart stuff is the bit in the middle which transitions people from prospect to buyer.

How Can 1+1+1=10?

There is a widespread belief, held to be true, that the results you get are directly proportional to the effort that you put in. In other words, that one unit of effort equals one unit of reward. And it all seems so reasonable: The greater the effort, the greater the reward. We even see this rule hold true in real-life.
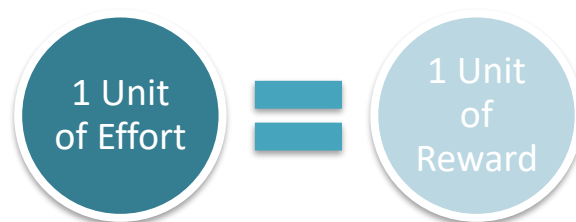
If you want to run a mile in four minutes instead of eight you are going to have to run twice as fast. If you want to get your PhD done in two years and not four, you're going to have to work twice as hard. If you want to double your bank balance you're also going to have to work twice as hard. Right?

Wrong. That's one example where the rule breaks down.

In fact, this where what looks like common sense turns out to be complete nonsense. The idea that one unit of effort equals one unit of results in business is ludicrous. Millionaires can't work any harder than anybody else, yet they generate huge results. In fact, many of them don't work as hard as they could and yet still create dramatic effects in their businesses.

So, what's the fundamental difference between them and a regular business? Well, oddly not much.

Every business can take one unit of effort and multiply it into more than one unit of results. A simple example would be Elvis Presley's Jail House Rock – he sang it once, but it's been sold millions of times over. His recording of Jail House Rock was his asset.

So, sitting in between the work you put in and the results you get out is a process which multiplies the effects of your effort – I call these Multiplier Engines. The successful businesses and entrepreneurs have mastered that process and spend their time maximising every opportunity for improving it.

Richard Branson's business has many multiplier engines which create outstanding results, where one unit of his effort is equivalent to thousands of units of output. So does Warren Buffett, Bill Gates and Felix Dennis.

You too have a multiplier engine in your business. In fact, you've got lots of these engines all hard at work creating the profits that you generate. That means you have multiple opportunities to create truly excellent results. All you need to do is recognise where the multiplier engines are and maximise their effects.

Examples of multiplier engines in your business include outsourcing your workload to employees/freelancers, developing a product which can be sold many times, an email written once and sent to a database is read many times. And marketing itself is a multiplier since every £1 you invest is designed to yield many more in return.

What I'm going to walk you through in this book is how to build a multiplier engine for yourself which becomes a marketing system that quickly generates significant returns your business.

It comprises three things:

1. An asset you create which helps your prospect.
2. A webpage which 'sells' the asset.
3. An advanced email marketing system which turns prospects into customers.

When you put these three components together, in the specific way I show you, you will create ONE system that you can rely on to generate CUSTOMERS for you for YEARS to come.

Chapter 2
Thinking Differently for Success

How Prospects *Really* Behave

I could also have titled this section "If you think it's your website that really gets you your customers you might want to think again!". Ask any business owner, who acquires at least some of their customers online, what their biggest problem is and most of them will say - their website.

Ask them what to do about it and the majority would say – rebuild the website.

And here's the funny thing, most of companies who employ me initially believe that it's their website which does the online selling. And whilst that may seem obvious, it's not really the case.

Let's think about it: Your visitor visits your site for the first time, they're so impressed by what they see they immediately call you or place an order. Now does that sound likely?

No, not really and I bet if you look at your website statistics, you'll find that almost no one visits you once and immediately becomes a customer.

Most people need to visit the website several times before they get enough confidence to buy, spending some time researching and reviewing your business before taking the plunge. And the Internet is strewn with rich sources of information for them to research ranging from, Facebook, Twitter, LinkedIn, Instagram and so forth, to Google reviews, Companies House, forums, and beyond. So, their perception of your business will be coloured by all the various sources out there and their confidence in you could be raised or lowered depending on what they find and whether they perceive the information positively or not.

But what if we could *engineer* a system which gave them enough confidence in our abilities for them to **only need to visit the website once and that was to complete the sale**?

Well, that's what we're going to do, and it first requires us to forget about our website being the only part of our online business. (To think like that is a little like believing that the engine is the only useful part of a car; sure, it's vital but it also isn't going anywhere without some wheels. And you have, right there in that analogy, the biggest problem most businesses have with their online strategy - they build the engine and forget to build the rest of the car. They then sit staring at the engine believing that if they rebuilt the engine (rebuilt the website) the car would go.)

You see, if your prospect is new to your business the website will either be the first thing they see or the last thing they see before they enquire or buy. But what happens in between? Well, in that gap is where we build a relationship with our prospects so we can help them feel comfortable enough to become a customer.

Let me give you a real-world example. I'm just about to buy one of those new fancy log cabin things for our garden – we'll call it a Summer House but it will probably be used as an escape route for my wife and myself when our son has one of his 'Xbox parties'.

(Believe me there's only so many hormonal youths we can stand for 6 hours and still retain our sanity. Anyway, briefly moving out of the house may seem extreme but, trust me, it's kindest for everyone.)

So, I know literally nothing about these things and started hacking around a few sites. I visited about 5 different companies that sold them and didn't buy one in the first hour of my research. Surprised? No, I thought not.

I then realised that there were so many things I didn't know about log cabins that I ought to do some research to find out; if we needed insulation, why one thickness of wood is better than another, if we need a metal frame, how to get electrics in, how to get the foundations done properly without it sinking towards Australia and if I could fit it together or whether I should pay for the installation. (That last point is an easy one since I have zero practical skills – a five-year-old with a rocket launcher is likely to cause less damage than me with a drill.)

What happened here was that the more I dug into the options, the more I realised how little I knew and, consequently, the further away the act of buying got.

You see, if you think about a simple purchase like getting milk, it's a no-brainer. Once you know if you like skimmed, semi or full fat it's a simple almost unthinking transaction. Some decisions can be like that, even online. For example, my printer ink supplier makes the whole buying process so easy for me because they've stored my last purchase I just go to the website, hit reorder and blammo, my printer's back up and running.

But, if you don't know what you're buying, it's technical, has lots of options or is even just plain expensive most people will not be able to make a quick decision.

Go back to my Summer House and after one hour of visiting websites my head is spinning with seemingly endless choices, the costs vary between reasonable to stupefying and if I get this purchase wrong I may have to actually join the kids' Xbox party – something nobody wants!

Now let's think about my visit from the perspective of the companies selling to me. I visited their website ONCE, looked around and left.

1. Was it likely that they were going to sell me a log cabin on my first visit?

   No. I didn't understand enough about the product.

2. Were they able to identify me so they can try to sell to me in the future?

   No. I didn't leave my details because I didn't want to get tied up in knots by some salesperson who could take advantage of the fact I didn't know enough about the product not to be sold a pup.

3. Were they able to help me get back to their website when I need to?

   No, because I didn't leave my details.

4. Have they been able to forge a relationship with me?

   No, because by and large the websites simply showed me the product, presented the features and quoted the price. That's a one-way conversation whereas relationships are formed when both parties understand each other. In this case these websites didn't answer the questions and concerns I had in my head they just jabbered at me hoping I would succumb to the sale.

5. Even if their website had been super-duper all singing, dancing, and awesome at selling would I have bought from them?

   No, because of all the reasons above.

So, you have the essence of the problem right there: If you've got people coming 'cold' to your website you're going to struggle to get them to convert right off the bat from one visit – they need to have *confidence* in you.

And why? Because to complete nearly all transactions we need a relationship with the other party first.

Let's assume that what you're offering in your business is straight-up helpful to people and something that they want or need. I'm also going to assume that it is already market tested and you can fulfil all the practical requirements first.

So, if you sell cars they're not going to fall to bits the moment they leave the garage, or if you're a solicitor you're able to advise your clients correctly or if you're a restaurant that the food's edible — these things are a given.

What's not a given is that the people that COULD buy from you WANT to buy from you.

Not long ago we were looking for a water feature for our garden and went along to one of our local garden centres. We found these beautiful rainbow sandstone spheres that were just stunning. We wanted to ask a few questions and found the boss (after a lot of searching and eventually finding him in a locked in some office miles from the showroom). Within 60 seconds of being in his company it was clear he couldn't care less if we bought it or not and thought his best approach to get the sale was to be so staggeringly obnoxious that we would buy on the basis that we were doing him a favour. That was 3 years ago, there's still a place for the water feature but neither myself nor my wife can stomach going back to buy it from him.

If you've got people coming 'cold' to your website you're going to struggle to get them to convert right off the bat from one visit.

Okay — extreme example, I admit but it illustrates the point that fundamental to sales is the relationship and fundamental to that is satisfying the customer's emotional conditions. If we're not going to 'feel' better after we've purchased something, we simply won't buy it — it's our emotional state which ultimately decides the purchase, nothing else.

For example, if you sell fast cars, you're satisfying your customer's need to look good and their love of speed. If you're selling legal advice, you're helping someone who's in turmoil resolve it so their life can move on. If you're selling food, you want your customer to feel satisfied at the end of the meal and have enjoyed the experience.

Primarily, **we're selling to satisfy people's emotional need**. Get to the heart of that need and you'll have found out how to really clinch the deal (online or face-to-face).

All this is leading to underline one point and that is your website is not a complete relationship building tool – it's often just a transactional tool to get people to buy or make contact.

But remember, the sale is in the relationship – not in the transaction. Get the relationship right and people will keep buying from you again and again and again.

Think about Amazon. Do you have a great relationship with Amazon? I don't think I have any kind of relationship with them really. I buy their stuff because I perceive it to be cheap and/or I can get it quickly but not out of loyalty to the brand. I'm pretty sure that if another Amazon came along, I'd buy from them. Buying on price is the least effective way to get and keep a customer because it means there's only one point of differentiation between you and your competitors which is based on paying the least and not necessarily a fair price. Whereas if you have a relationship with your prospect, i.e. you have proven your value to them first, they'll be far more disposed to buy from you now and in the future without price being the central issue.

I'll make the point one more time… **you cannot develop a commercially productive relationship with your buyer using only your website**.

You need other tools in your kitbag and that's what marketing campaigns like the one in this book do!

The exciting – really exciting – thing about this concept is that the vast majority of companies think only in terms of their website and never concern themselves with

connecting the other online channels together to make a relationship with their prospect. Instead, they focus on the transaction, not the relationship.

How to Get Clients the Old Way

Let's examine how many businesses conduct themselves online.

- They build a website.
- They do a bit of social media

That's it.

Now some slightly more forward-thinking companies do this:

- They build a website
- They run some paid advertising
- They do a lot of social media
- They send out single-shot sales emails to their customers

That's better and these guys are getting closer to having a relationship with their prospects but let's look carefully at what they're doing. Firstly, they're only creating a bond with their brand, in other words, they're putting their brand in front of the prospect across multiple channels (web, social and email). Nothing wrong with that but it doesn't prove the company value, it just makes the brand more visible. And remember, we buy because we want our practical AND emotional needs fulfilled. Just putting a business's name repeatedly in front of a prospect doesn't fulfil their emotional need it just makes them more memorable (and there's not much point to being memorable if they're not satisfying the practical AND emotional needs).

The other problem with this approach is that it doesn't release the true power of using multiple channels because each is operating alone and not connected to the other. It's a bit like having five horses pulling a carriage in five different directions rather than them all pulling in the same direction.

In rare cases you'd find a business going the extra mile and giving away a FREE REPORT sometimes in exchange for an email address.

That last group are the rarest, but they are also the ones who are on to something. However, as approaches go that might have worked a few years ago but the online game has once again changed and many who were able to leverage sales from their 'free report' tactic have found it now failing to work.

Honestly, it doesn't matter if you fell into one of these three camps or whether you're ahead or behind of the curve. Don't worry about where you are just now with it because in this book I'll be going through the exact steps you need to take to help you from wherever you are to a functioning, profitable automated system for generating customers.

Outline of the Campaign Strategy

Create Marketing Asset → Demonstrate Value to Your Prospect → Advertise Your Asset → Capture Prospect's Details → Use Advanced Email Marketing → Convert Prospects into Customers

Now we've got a sense of how people behave online and how businesses typically respond to that behaviour we can begin to construct a far more effective approach. One which links the prospect's behaviour with their emotional desire and in a way which stiches together key online channels so we can build a relationship with them.

Let's begin with a quick overview of what you need to build a profitable online campaign that drives qualified, ready-to-buy customers to your business.

Here's the outline of the strategy:

- Create a Marketing Asset
- Advertise the Marketing Asset
- Use Advanced Email Marketing to Convert Prospects into Customers

Yes, it's that simple although there are some very specific approaches in each of these sections so please pay close attention to how this works because it's very different to past approaches you may have come across.

Why is the Strategy Effective?

I could list countless businesses and experts who have deployed this method to enormous effect but here are four who immediately came to mind in my industry:

1. Frank Kern, who used this strategy to generate $720,000 per month for his consulting business.
2. Brendan Buchard, who has used this method exclusively to launch and propel his mentorship business to a net worth of $7 million.
3. Agora generated $270 million selling nothing but ideas – newsletters, special reports, e-zines, and so on.)
4. Digital Marketer owned by Ryan Deiss (whose net worth is $30 million) entirely from helping 200,000 people and businesses in 68 countries.

So, let me deal with the obvious elephant in the room which is how come there are no UK companies listed? The root of that answer lies in the fact that most internet marketing concepts originate and are implemented in America long before anywhere else. In the UK we have a habit of lagging behind the curve. In fact, just stop for a second and see if you can list any global US internet businesses? Okay, there's; Google, Yahoo, Facebook, Twitter, LinkedIn, Amazon, eBay, PayPal... we could easily go on.

Now ask the same question but think up any global UK internet businesses. Okay, there's... erm... dang it, I'm struggling already.

Much though this dents my British pride, the Americans are far better at turning internet tech start-ups into global businesses than we are. So, if we wanted to model a successful system it's almost inevitable that we would need to look at the US because that's where the best practice is.

This may have you thinking whether the strategy I'm proposing will translate from US to UK? The answer is "yes" because there's nothing fundamentally 'American' about the strategy – instead it's based on solid selling principles that work with all people (irrespective of their nationality). In fact, the principles underpinning the approach are focused on the basic laws of human behaviour such as, reciprocity.

The testing and deployment have all occurred in America and now we're beginning to see it implemented over here in the UK. The marvellous thing about this strategy is that because it's a fresh approach there will be

The principles underpinning the approach are focused on the basic laws of human behaviour such as, reciprocity.

almost none of your competitors even aware of this, let alone prepared to do something about it – and that's where you can easily outshine and outperform the competition. And whilst we're talking about reasons to do this let's look at five more:

1. It's a tested formula that has netted millions for numerous businesses.
2. Its success is not dependant on your industry.
3. It won't take long to implement (and I'm going to give you the simple tools to help you do it with the minimum of effort).
4. You'll probably be the only company in your industry smart enough to do this.
5. Once you've set this up it will keep running for years to come with almost no additional time investment from you.

Chapter 3
Your Marketing Asset

"Help consumers help themselves and let them do it with text and other digital channels; 65% of all generations and 69% of millennials say that they feel really good about both the company and themselves when they are able to answer a question or solve a problem related to that company on their own."

New study from Aspect Software reported in Loyalty360.

What is a Marketing Asset?

There are three ways to influence your prospect into buying your product or service:

1. Tell them you're great.

2. Get other people to tell them you're great.

3. Demonstrate how great you are by helping them get from where they are now to where they want to be.

In terms of the hierarchy of influence it's that last approach which is by far the most effective because it demonstrates your skills, ability, experience, expertise, knowledge AND helps your prospect achieve their goal.

It is through the act of helping your people directly that you will make the greatest impact and leave the longest lasting impression. (As indicated in the stats from Loyalty 360 at the head of this chapter.)

Nearly every time I have helped people it has come back to me tenfold. I bet that you've noticed this effect in your life too. And why does this happen? Because gratitude is one of the most powerful motivators in sales. If your prospect is grateful for your help, they'll buy from you again and again and again. This is because it's based on the basic human law of reciprocity. Or put in commercial terms, people feel far more obliged to buy if they are already indebted to you because you

It is through the act of helping your prospect directly that you will make the greatest impact and leave the longest lasting impression.

helped them. For example, if a garage helped you out of a tight fix and didn't charge, you'd most likely return to them for routine work. Or if someone gives you a birthday present, you'll feel obliged to reciprocate on their birthday.

Let me illustrate this with a simple example. I send out emails to about 40,000 subscribers on my mailing list. Nearly every email I send IS NOT a sales pitch. They are purely about helping my mailing list escape their current situation (usually sub-optimised marketing) to arriving at a marketing system which gives them predictable monthly returns through largely automated processes. Almost every time I send out one of these emails, I will get enquiries asking for me to help them directly. This is because my prospects recognise two things:

1. My expertise in helping them because I've demonstrated it through my writing, videos and books.
2. Their preference for my helping them directly rather than trying to work it out for themselves.

And this is where our marketing asset comes in because it's going to directly help people – specifically it's going to help them improve their circumstances in whatever way your product or service does.

Now, we're obviously not going to give them the product or supply the service instead we're going to TELL them how to do it themselves. Our marketing asset could be in the form of an eBook, a video, printed materials, an email sequence – there are all sorts of ways of conveying the information to the prospect but the key thing here is that we're going to genuinely help them!

In other words, we're going to give them enough information for them to do their own DIY job.

Hold on! If I'm saying that you give your prospect the ability to solve their problem for themselves why would they need your product or service?

Because, when it comes down to it, most people don't want to solve the problem themselves (which is why they're looking at your solution in the first place). They want to have the problem solved for them. The information you give them in the asset is purely to demonstrate your knowledge, expertise and preparedness to help them first.

Anyway, those who do it for themselves would never buy your solution anyway because they're wired to do stuff for themselves rather than have it done for them. Fortunately, human nature rarely wires people like that and most of us want someone else to clean the car, do our accounts, improve our marketing, teach us how to play the piano and so on. I'll deal with this again when we look at creating your marketing asset because it's an important point to reinforce

Now I appreciate that for some industries you clearly wouldn't be able to tell them how to do it, for example, if you sell cars or fit technical equipment to power stations. BUT you can still help your prospect by explaining to them how they might make the best purchase choice or how they could lengthen the time they use their existing solution. Let's say you're a steel stockholder, you can help your prospect understand the steel market better, help them make good steel buying decisions, tell them when the best times are to buy. Or imagine you sell temperature probes to the food industry you could help your prospect by explaining all the best practices for picking the right temperature probe and locating it in the right place in the production process. In almost every industry you can find something to write about which helps your customer move from their current 'painful' situation (without your service/product) to a pleasurable situation (with your service/product).

Now you might be thinking along the lines of those eBooks you see advertised which are "7 Ways to XYZ" or "5 Ways to Avoid ABC". These are NOT the types of assets I'm referring to. These 'tip' or idea based marketing assets only give the prospect limited information on spot topics and doesn't give comprehensive information which steps them through how to solve their problem.

For example, "7 Ways to Improve Your Marketing" is very different to "The Complete Guide to Improving Marketing Through Automated Digital Campaigns". The latter is clearly going to deliver much more value and help our prospect get from where they are to where they want to be.

Selling Without Being Salesy

If you create a marketing asset how do you know people will want to read it and, therefore, have the impact we want it to have? Well, there are two laws which come into effect that will get your marketing asset read, absorbed and acted upon. Here's the first:

1ˢᵗ Law of Value
People look first for information and then to be sold.

If you think about your approach to browsing, you'll probably find that you go online largely to answer a question. You might be interested in finding a new supplier, researching a better working practice, looking up an industry article – it could be anything but most of the time it relates to gathering information and getting help. However, because you are in a 'research' mode you're probably not in the mood to get your money out, at least not yet. (Remember my Summer House? What I really needed was information first from someone I could trust.)

Flip this around and imagine how we British react in the real world... If you walk into a shop and the sales assistant immediately pounces on you asking if they can be of help, our standard response is to say, "no thanks, just looking". The reason why we react like this is because we're not ready to get into a sales conversation. We'd rather have a look round; find the thing we're interested in and maybe then start talking about it.

This is also very often the case online – before you start trying to make a sale you need to help people understand that you are the right company they should be working with. The way to do that is to offer them lots of information and free help. Wouldn't that be

the way you would want to be approached if you were the customer? Trying to rush people into a sale is more likely to get them to click away from your website than engage with it.

We buy once we've got all the information and advice we need. As potential suppliers to your prospects it makes sense to engage them at the beginning of the relationship – the point they are looking for information – instead of trying to crow-bar your way in at the end of the sales process. The natural consequence of providing unpressurised help and support is that people will want to buy from you *because* you are *not* trying to manipulate them into a sale. (It also means that they're less likely to buy on the cheapest price because they understand your product/service's value and, therefore, its price.)

So, if people are primarily interested in information and advice first what can you do to help them?

Enter our second law:

2nd Law of Value
Help your prospect for free first, sell to them second.

It's the word "free" which usually throws business people into a state of panic! Giving stuff away for free may seem mad but there are some incredibly powerful reasons why you should do this.

1. It helps your prospect overcome their problem and answers their questions.
2. It demonstrates your skills and proves your value upfront before you invoice them.
3. It establishes your relationship on a good footing from the get-go (who doesn't love free stuff?)
4. It reassures the recipient of your credibility.

It's worth expanding this last point because trust is a very important part of the whole business relationship. We tend to want to deal with businesses with whom we have already established a relationship. A significant component in that relationship is the trust we place in them to do a good job and the trust they place in us that we will pay for the good job. Whenever we start a new business relationship there is always a level of hesitancy as all parties try to understand each other, their value and the job in hand. By providing information which unlocks that understanding you can demonstrate to your prospect your skill, helpfulness and ultimately your value all in one go!

Although it may 'feel' like you're giving something away for free in reality you're not. Any equitable business transaction is principally an exchange of value. Typically, we exchange the value of our goods and services for the value of the money we receive. So even though it looks like we're giving something for free we will be asking for them to part with their email address in order to get our marketing asset. Therefore, it's logical to offer them something of value in exchange for the value of their email address.

Now this is such a liberating experience because it means you don't have to feel as though you need to find the perfect form of words to convince somebody that they want to use your service. You don't have to worry about trying to prise the sale out of them. Instead all you're doing is helping them make the best buying decision they can by giving them great information. Remember the reason why people are surfing the web in the first place is because they're looking for information, not looking to be sold to.

How to Identify Your Best Clients

Before we can begin marketing or even creating our asset, we really ought to find out whom we are marketing to! Now I appreciate that customer profiling is the kind of thing you find academic marketing books banging on about and, therefore, may seem somewhat remote from day to day practice. However, it's worth doing, not because it's a marketing exercise but because of the impact it will have on how you write the content for your asset.

A while ago I did this exercise on the suggestion of my online marketing buddy, Frank Kern. I sat down and I imagined, as hard as I could, my ideal customer. Here's what I came up with.

> *His name is David. He's 35-50 and married, with two kids. He owns a financially successful UK business and has plans to grow it online but recognises that his website isn't performing as well as he wants it to.*
>
> *He has upwards of £10k to spend and is trying to decide how best to utilise digital marketing. He is bright but not technical and needs clarity and confidence but is short on time.*

In one of those bizarre moments of coincidence I rolled up to a sales meeting with the managing director of a big insurance company. His name was David, he was 49, married with two kids, ran a financially successful business, etc. Frank Kern also tells a similar

story. This is more than just coincidence or luck. When you actively visualise a person rather than an anonymous customer not only do you clearly define your target market, but you also end up using language which is more personally engaging.

Let's explore this. Every communication you have via your website will be read by only one person at a time. If, when you are writing, you can visualise this person your writing will naturally be more tuned into them. The more you can tune into their needs and feelings the stronger the relationship will be between you and your reader. Stronger relationships will produce more sales.

When you are defining your ideal customer (rather than your average buyer) consider these attributes.

1. Gender
2. Age
3. Appearance
4. Occupation/Salary
5. Other identifying traits (past failures/successes, likes/dislikes, is there one common identifier which binds your market together?)
6. Their emotional need (needs to feel secure about the business, freedom from stress, etc.)
7. Their core desire (earn enough to sell the business, get rid of one aspect of their job, have more time with the family, etc.)
8. Finally, give them a name.

Once you know who they are you will know how to communicate with them! Make them your pin-up in your office and every time you think about marketing begin by thinking about them.

In fact, I'd recommend going one step further and actually writing *to them* when you write your marketing copy. This simple approach can make a huge difference to how your marketing sounds: Instead of sounding bland and colourless your marketing will

come to life because you'll be writing specifically to your prospect's values, concerns, goals and desires making it sound personalised and individual.

Now you've got everything in place and you're ready to assemble your campaign. So, let's get going on that in Part 2.

PART 2

BUILDING THE CAMPAIGN

Chapter 4
Creating Your Marketing Asset

| Create Marketing Asset | Demonstrate Value to Your Prospect | Advertise Your Asset | Capture Prospect's Details | Use Advanced Email Marketing | Convert Prospects into Customers |

Most people who are looking for your product or service are really looking to solve a specific problem. For example, anyone searching for a decorator to hang their wallpaper has signalled they either don't have the skills or the time to do it themselves. Someone searching for storage space is trying to solve the problem of having too much stuff and not enough room. Someone searching for a marketing consultant is solving the problem of getting more leads and clients into their business.

So, it's helpful to see your business as 'solving the problems of your customers'. In marketing terms, we call this 'escape'. Your prospect is trying to escape their current circumstances and ultimately 'arrive' at a better place by using your product/service. For example, someone buying a new car might be escaping a broken, old or uneconomic car and arriving at a new, reliable and cheaper solution. It will be the same for your customers; they're looking to *escape* the pain of their current situation and *arrive* at a better more pleasurable place through using your business.

This means that the first thing you need to identify is:

1. What are your prospects escaping from?
2. How will they arrive at a better place through using your product or service?

If you do this exercise, you'll understand to a deep degree why people buy your product.

Okay, so if we know that helping people get from escape to arrival (pain to pleasure) is the way to convince them that your service is the one they should choose, then how do we do it?

Well, the easiest way to help them is by giving them information to actually do it and there are a number of ways you can do this:

1. Write a printed book or eBook (like this one)
2. Record an on-screen presentation using PowerPoint/Keynote
3. Do a video
4. Write it as an email sequence

It doesn't matter which you choose. Some people prefer the written word, others are quite happy standing in front of a camera. Whatever works for you.

It is, however, at this point most people panic. They panic mostly because of two objections:

1. If I give them everything to help them do the job themselves why do they need me and

2. It would take me forever to write it all down.

Okay, let's deal with the first:

If I give them everything to help them do the job themselves why do they need me?

Most of us like to know how something is done but given the choice wouldn't want to actually do it. For example, I bet you could change the oil in your car if someone told you how to do it, but you probably don't. I would imagine that you probably know how to do your year-end accounts, but you probably don't do them yourself. And I guess you also know how to bake bread, but I think you probably buy it.

What your marketing asset does is demonstrate your expertise, knowledge, credibility and value by giving your prospect the choice of doing it for themselves. The vast majority will choose to have you do it for them because that's the most convenient solution.

Now let's look at the second:

It would take me forever to write it all down.

First, I know how time-consuming writing can be, believe me, I've written a book and it took months! But it may surprise you to learn this, but I wrote this book in a little over 6 hours. That's all 18,319 words in 6 hours. I used a secret weapon… ready… the voice recognition built into Windows. Yes, I cheated, I spoke this into the computer.

Now I recommend that you go a step beyond my approach: Simply, record yourself speaking the content into your computer. (Use Windows "Sound Recorder App" or "Sound Recorder" on the Mac.) Don't worry about mistakes, backing up and redoing sections or not being word perfect. That doesn't matter because the next step is to take the sound file and send it to a transcriber for them to turn it into the written word. (Go to www.fiverr.com, type in "audio transcription" and pick someone you like. The first one

I clicked on did 30 minutes audio for £25.00.) When you get the transcription back hand it over to an editor and they'll structure it, smooth language out and make it readable. (HINT: Don't read the transcription, you'll scare yourself – the editor will knock it into shape.) Again, go to www.fiverr.com and type in "Book Editor". (The first one I clicked on would edit 10,000 words for £35.00.) What you get back will be 80-90% on the money. You just need to tweak it. So, for a morning's work and £60 you've got yourself an eBook or an email sequence and so on.

If you really fancy pushing the boat out and making it look all fancy I would recommend using a free product called Canva (www.canva.com) but again use www.fiverr.com to find someone to design it for you (prices start at £3.54!).

This is the NO PAIN way to get your asset done.

Now what if you want to do this as a presentation? No problem, just go through the same steps above and you'll have the narration written. Next put some PowerPoint slides together and record the screen whilst you speak using something like Camtasia (https://www.techsmith.com/video-editor.html) or Screen Recorder on the Mac. (If you'd like to take a look at what the finished product might look like take a look at one of mine: https://youtu.be/ATYkHnaVisM.)

It's worth pointing out that for 1-2 days (max) investment of your time and a few quid you'll have a marketing asset which will last for years to come. (Back in 2011 I wrote a book called "Make Your Website Sell", published by Marshall Cavendish, it still sells today, I still get royalties and I still get people who read the book phoning up my business wanting to become customers.)

Escape & Arrival: Breakdown

Now you know how you're going to create your marketing asset the next question is how you should structure the content, so you give your prospect everything they need. Remember that the more help you give them the more you demonstrate your skills and credibility.

What I'm going to show you now is how to structure your marketing asset's content in such a way so it is super-easy for you to explain your product or service to your prospect.
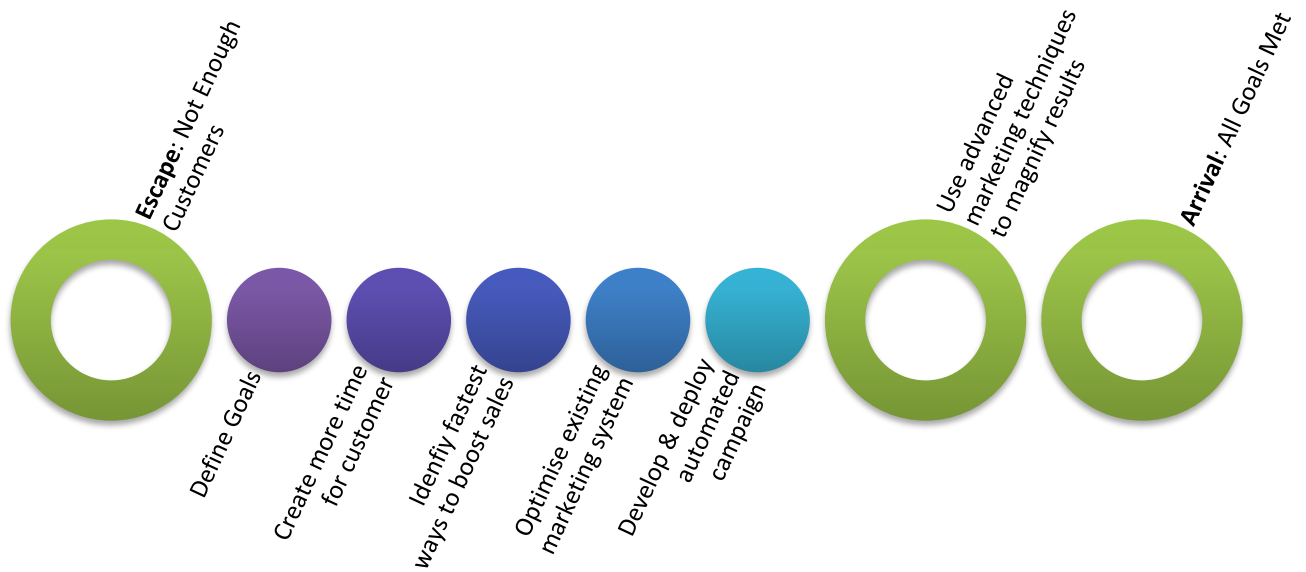
Let's visualise the process of escape and arrival by taking an example. I'm going to use my own business to illustrate this for you.

Principally, I help companies grow their business using digital technologies. Most of my customers are looking to get more leads and customers directly into their business so they can increase their turnover and profits. What they're escaping from is several-fold and could include the following.

1. Negative, slow or static growth.
2. Small margins.
3. Wanting to build the business as part of an exit strategy.
4. Needing clarity and confidence to move the business forwards.
5. Not having enough time.
6. Needing to meet the expectations of management or the board.
7. Needing to acquire the skills to grow the company.

What they are looking to achieve is arriving at a point where the above are either reversed or satisfied, usually this leads to the business growing rapidly.
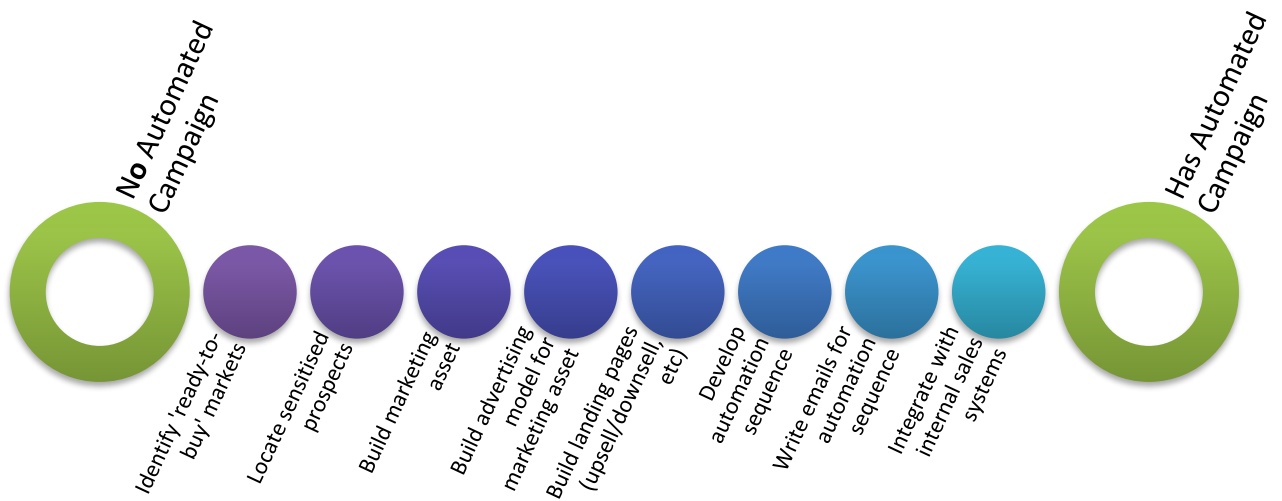
If we take a Global View of the process it may look a little like this:

Escape: Not Enough Customers · Define Goals · Create more time for customer · Idenfiy fastest ways to boost sales · Optimise existing marketing system · Develop & deploy automated campaign · Use advanced marketing techniques to magnify results · **Arrival**: All Goals Met

To help get my customers from what they are escaping from to where they want to be, I mostly follow the above steps.

Now it's your turn. Using the diagram above map out the steps you take your customer through from escape to arrival.

Once we've done the Global View we can focus in on each segment and repeat the process. Here's the Micro View for "Develop & Deploy Automated Campaign". (I've abridged this so it fits on the page, but it gives you the general overview.)

No Automated Campaign

Identify 'ready-to-buy' markets

Locate sensitised prospects

Build marketing asset

Build advertising model for marketing asset

Build landing pages (upsell/downsell, etc)

Develop automation sequence

Write emails for automation sequence

Integrate with internal sales systems
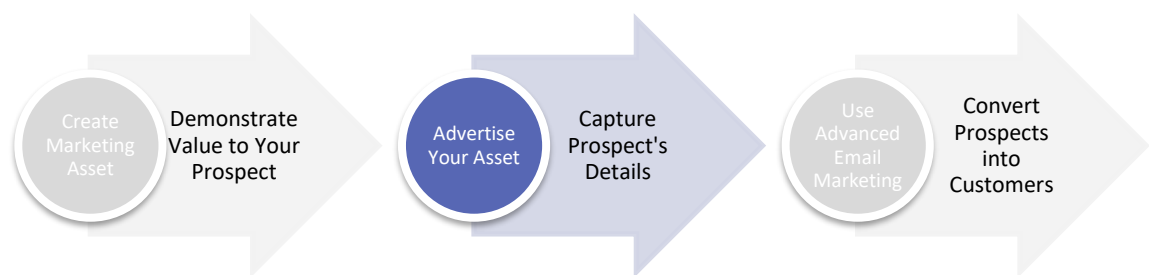
Has Automated Campaign

Now we write (or speak) the process from one side to the other.

By breaking the Global view down into Micro views and writing them up you have created a simple, logical and very easy way to write your asset. And remember, because you're just talking this through all the hard work of transcription and editing is being done for you! So, even if it isn't perfect when you speak it, it will be by the time it's finished.

Chapter 5
Marketing Your Asset

| Create Marketing Asset | Demonstrate Value to Your Prospect | Advertise Your Asset | Capture Prospect's Details | Use Advanced Email Marketing | Convert Prospects into Customers |

Now you've completed your eBook or your video presentation or best of all, both, the next question is how you get it out there so people can see it.

The exciting thing about this is that, because it's an asset you can re-use it in lots of different ways. Here are a few examples.

1. Offer it as a direct download to your email list.

2. Offer it on your website in exchange for someone's email address.

3. Advertise it using Google AdWords.

4. Advertise it using Facebook or boost a post about it.

5. Advertise it on LinkedIn.

6. Advertise it in the press that your prospects read.

7. Post it to YouTube or SlideShare.

8. Upload it to Amazon as a Kindle book.

9. Post it to your prospects or send it out with any marketing literature.

10. Ask your customers to hand it out whenever they refer you.

The list could go on and on, but I think you get the idea. Now, let's take one idea and evolve it into a strategy. Let's look at Facebook advertising.

First, I'm not here to convince you that Facebook advertising works. It does. It might not work perfectly instantly but it does work. It does so for two principal reasons:

1. There are over two billion people on Facebook meaning that there is a high probability that your buyers are active on the network.

2. You can target your prospects on Facebook with laser-like precision.

And it's that last point which is the real game-changer because Facebook teamed up with three of the largest consumer data providers on the planet to give you some of the most advanced targeting ad opportunities that we've ever had available as marketers.

There are more than five-hundred audience segmenting categories to choose from covering everything from demographics, location, interest and behaviours making pinpointing your ideal customer easier than ever before.

For example, you could specify:

1. Everyone who matches specific demographics (age, marital status, gender, etc.)
2. Everyone filtered out by specific income groupings
3. Everyone who matches a specific job role, purchase history or even the car they drive.

Below is a screenshot of the Audience tool within Facebook which enables you to specify all these different criteria. (TIP: Remember writing out what your ideal customer looks like, page 27? Well, you can use that as a basis for your Facebook audience targeting.)
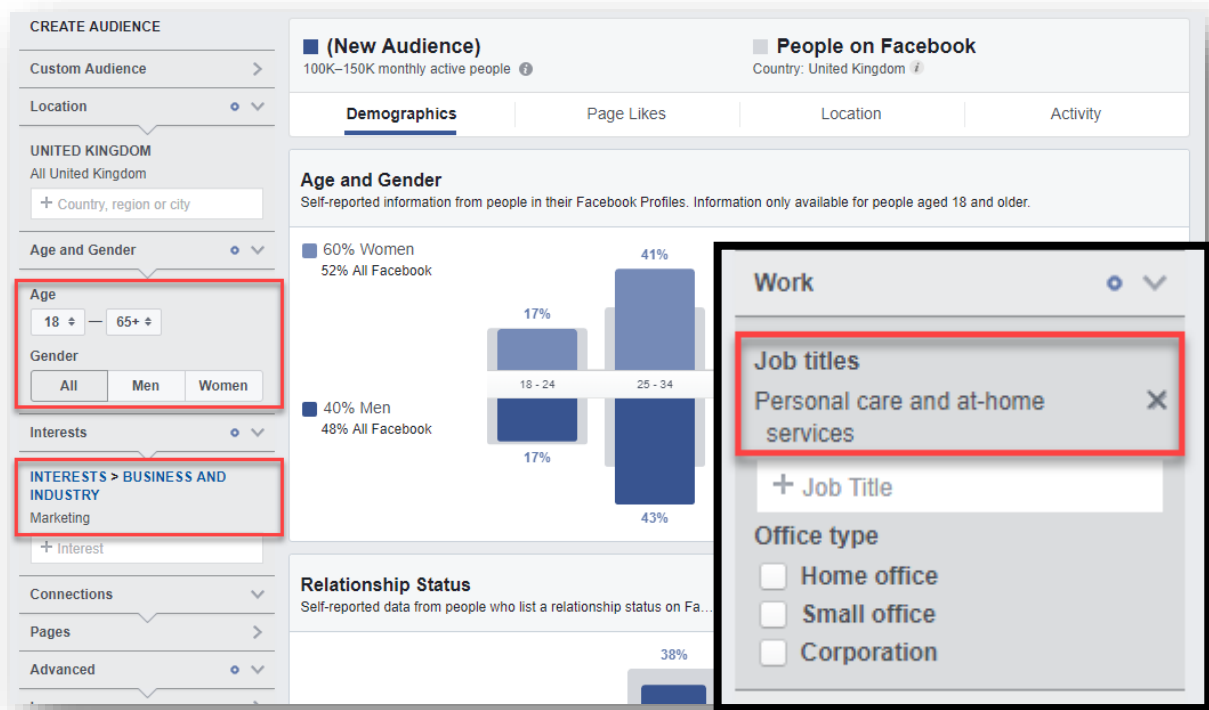
Incredibly, this level of filtering doesn't cost you anything more! It's part of the deal when you advertise with Facebook.

How about you already have a database of potential prospects? Is there any way you can advertise directly to them? And the answer is YES!

Facebook has this neat little feature which allows you to create something called "Custom Audiences". Here's how it works.

Let's imagine that you have a database of prospects who you know are all potentially interested in your business. Using the Custom Audiences feature you upload them into Facebook complete with their email addresses or phone numbers. Facebook now compares your database with its database and matches the two together. Wherever there is someone on your database and on Facebook you can advertise specifically to them.

Even if you don't have a database of people to upload you can always buy a database that hits your customer profile and upload that into Facebook.

Getting your adverts running is pretty straightforward (Facebook want to make this easy since it's how they make their money) so you won't need a degree or a training course, just the ability to follow some simple on-screen instructions.

The adverts themselves don't need to be complicated either. Keeping it simple, clear and honest is almost always the best way to sell your product or service. (If you're stuck for advertising ideas have a look at Assembly Line Copy, page 42, you'll finds lots of ways of creating compelling headlines and content that will attract clicks and works in almost every marketing arena from social media to billboards!)

Write the Sales Letter

Right, we've got the asset, we're advertising on Facebook, now where do people go once they click on the advert?

Well, now you've got your perfect prospect clicking on your advert you'll want to take them to a page where they can gain access to your marketing asset.

You can either create the sales page on your website (if you have a content management system like WordPress or Joomla) or you can use an online package like LeadPages (www.leadpages.net), ClickFunnels (www.clickfunnels.com) or Kartra (www.kartra.com) to do it for you. Personally, I use LeadPages, it's inexpensive, is packed with more features than I need and crucially gives you layouts to sales pages which have proven

conversion rates! And it's that last point which makes it so compelling because you're picking from page layouts which already have a proven track record of converting.

The key thing here is to carry on selling and not to assume that just because someone has clicked on the advert that they will carry on leaving their details. People need to have the value of what they're doing indicated to them at every point of the sales journey. Remember it's at this point, when your prospect is almost at the finishing line, you need to reinforce the value of what you're selling – even though it's free.

Assembly Line Copy

So, let's focus in on the structure of your sales page. You are free to copy it directly and use on your website or even offline in letters, promotional materials or videos. Yes, it's that flexible and yes, it works in all those environments!

5 Ways to Write a Headline

I'm going to give you five approaches that create interest and intrigue – enough for your prospect to be magnetised by your message and motivated to act. Better yet, if you're struggling to find an interesting name for your asset you can use these techniques to help you.

How to X Without Y (or How to Yay! Without Boo!)

This is a brilliantly simple method to describe a better future (or arrival) for your prospect and handling their biggest objection to getting there. So, "Yay" is the future and "Boo!" is the objection. Another way of looking at this is to say how to achieve result X without negative repercussion Y. Here are a few examples.

- How to be a great salesperson, even if you're painfully shy.
- How to be successful at X, even if you've failed in the past.
- How to sell high ticket consultancy services, even if no one has ever heard of you.
- How to get more clients to your business without spending more money.
- How to get as fit a professional athlete, even if you don't have time.

- New eBook reveals how to create internet campaigns that sell without costing you a penny.
- How to sell your house quickly without having to drop the price.
- How to make your dog super obedient, even if they're not a puppy.

What to Do If…

This headline allows you to focus in on the objections and negatives a prospect may be experiencing. It really homes in on pointing out the pain of someone's situation (escape) whilst underlining a solution (arrival) using the phrase "what to do".

- What to do if you've got an amazing product but can't find buyers.
- What to do if you've tried everything and still can't lose weight.
- What to do if there's an enormous vault of knowledge in your head but you can't get it to the market.
- What to do if you can't get through to your teenage kids.

The Truth About

The word "truth" is powerful and is one of those words which we seem wired to pay attention to. The reasoning goes something like this: Our brains are hardwired to believe in conspiracy theories or more specifically the belief that there is something going on we should know about but don't. Using "truth" suggests that some preconception we may have about something is wrong and, therefore, we're on the outside of an important circle of knowledge.

Whilst this is a deeply powerful approach you must have something which delivers on the promise. You would feel duped if you clicked on "The Truth About Elvis's Death" only to find its pretty much his Wikipedia entry.

Another take on this headline would be to use "The Myth About".

You Need X, Right? Wrong!

This one is a variation on the headline above and challenges preconceptions but in a very direct and clear way. Here are a few examples:

- You need millions of followers on Facebook to succeed on the Internet, Right? Wrong!
- You need to eat a low-fat diet to lose weight, Right? Wrong!
- You need a business degree to run a company, Right? Wrong!

The Pain Question

Another headline approach is to focus in on the part your prospect is trying to escape from – their 'pain point'.

- Are you tired of doctors who can't find out what's wrong with you?
- If you have trouble sleeping read this and discover how to fall asleep naturally… without pills or medicine.
- Are you tired of internet gurus who can't actually help you succeed online?
- If you have trouble making sales online, please read this…
- Are you tired of Facebook strategies that work for a day and then die?

The answer to the question is always "yes" which indicates two things; first it acknowledges their pain and second it subliminally proposes that you have a solution to it.

As a quick bonus thought here; you could use any of these approaches for headings as the title of your asset!)

The next section of the sales copy is the opening statement which is a restating of the headline but in the form of a question which creates a vision of where your prospect wants to be (arrival). For example,

"If you want to grow your business using internet campaigns that sell like crazy regardless of what industry you're in then this is the most important information you can read."

We're deliberately raising a question which is answered with a "yes". This helps assert in the readers mind that we understand their issue and have a solution.

All we're doing here is underlining the issue, expanding on it slightly and raising the reader's awareness again.

Disqualify Scepticism

Naturally, enough people will immediately react sceptically to our claim. So, here is where we address their scepticism and objections. The reason why people may be sceptical is many-fold; it could be that they don't know you and, therefore, you don't yet have credibility in their mind or that they've been stung by other companies in the past. Now the natural thing most people do to compensate for this is blather on about how fantastic they are[†], but resist the urge to answer the objections by blowing your own trumpet. Instead focus in on what the objections are. So, imagine me addressing your concerns about this book. You might think: Will Jed's advice apply to my industry?

So, in response to the first concern I might write:

"I wrote this free book because the approach I've taken has been extremely successful for me and my customers, many of whom work in very diverse areas ranging from IT to Skip Hire. I believe that this can help you too. These approaches work because they are based on basic laws of human interaction and not tricks or manipulative sales techniques."

[Continue with message and address remaining concerns and finish with something like this:]

"I'm sure you're fine with all this but I just wanted to flag it, so you know what you're getting from me."

[†] Remember our hierarchy of influence on page 21? "Tell them you're great" was the least powerful of the three.

Intro into Offer

Here you pull out a few key points about the asset. For example:

"*Inside this 80-page book which you can read in an afternoon you'll find battle-hardened tactics and approaches that help you put together an advanced marketing campaign which will start generating revenue the moment you switch it on.*"

The Sales Engine!

Now we can move into the meat of the page which is a bulleted list of all the benefits contained within the marketing asset. This is the engine of the sales page so you can really go to town on this. Think up as many bullets as you possibly can, shoot for at least twenty.

To make this as easy as possible for you I'm going to give you some specific tactics for writing these bullets in a way which will compel and excite your reader. Better than that, I'm going to give you the exact formulas! Here we go…

Big Questions as Bullets

This focuses the reader's attention on the thing they may be doing wrong which is causing them to stay stuck in their current circumstances, unable to escape. The question also creates a level of intrigue and simultaneously connects their problem with your solution.

- Have you been trying to sell to the wrong clients?
- Have you been advertising to the wrong people on Facebook?
- How to sell to people who have said "NO!" in the past.

Dog Whistle Bullets

Dog Whistle copy comes from the great Dan Kennedy who recommended writing copy which directly appeals to a specific prospect group. It's so called because if you blow a dog whistle in a room full of people and dogs only the dogs can hear you. Below are a

Few examples of questions which 'dog whistle' to a specific group of people. What we're doing here is actively stating who we want to engage with us.

- FOR GOURMETS: What does beluga mean? (You wanna bet?)
- FOR CROSSWORD ADDICTS: Solve all downward puzzles in half the time with this method.
- FOR FRUSTRATED GARDENERS: Get perfect roses every year by swapping to this unusual fertiliser.

If You [Problem/Concern/Issue]

This simple structure poses a question to our reader that hints at a solution by indicating the page number in our marketing asset. It recognises the objection our reader may have and demonstrates that you will answer it directly in the text.

- If you stopped improving once you got to 'fairly good', see p150.
- If you stopped generating sales after you hit £1,000/week then, see p45
- If your biscuits aren't as fluffy as you want, see page 56

Where to Find Y

This technique centres on the reader's desire (arrival) but by stating 'where' in the question you add much more focus to the desire and simultaneously suggest that there is a single solution to the problem.

- Where to find the best marketing strategies.
- Where to find the best lawyers.
- Where to find customers with money.

How to Eliminate X

Here's another way of taking an objection and demonstrating that you can resolve it.

- How to eliminate money worries from your life.
- How to eliminate scepticism before your customer ever sees your advert.
- How to eliminate nerves from job interviews even if you've been coached before.

(Notice that the last example combines this technique with one from our headlines! Yes, you can mix and match all these approaches making them even more powerful.)

What You Should Never…

This panders to the part of our human nature which worries that we're somehow doing something (or saying something) which could mess things up for us without us even realising.

- What you should never eat on an aeroplane.
- What you should never say on the first line of your email if you want to make sales.
- What you should never say if you want to win a client.

Why [Contradiction] Works

Here we take something which is counterintuitive and suggest that it works.

- Why firing your customers makes you more money.
- Why having a badly designed website can actually increase your conversion rates.
- Why eating ice cream makes you lose weight. *[Sadly, I made that last one up!]*

When It's Okay To…

Another variation on the counterintuitive approach, this technique takes something which seems like the wrong thing to do and puts it in a 'safe-zone' suggesting that you can do it without fear of repercussions.

- When it's okay to refuse to make the sale.
- When it's okay to eat a high fat diet.
- When it's okay not to have a business plan.

X Ways to Y

This is a benefit driven approach and appeals to prospects who particularly like to have their information chunked down into manageable blocks.

- 5 Ways to find customers in unexpected places.
- 10 Ways to protect your family from the forthcoming economic crash.
- 7 Ways to stay fit during winter.
- 100 Ways to promote your website.

The last one creates deliberate curiosity because the claim is so large – surely there can't be 100 ways to promote your website? I suggested to one of my consultancy customers recently that they create a "100 Reasons to Buy a Tripod Ladder". The hundred reasons were a hundred five-star reviews from Trustpilot for their product. Simple but extremely powerful.

Say Goodbye to [Frustration]

This creates a something called 'future-tensing' in the reader's mind by creating an image that positions them as already having solved the problem (i.e. waving goodbye to it).

- Say goodbye to low paying customers.
- Say goodbye to high energy bills.
- Say goodbye to insomnia.

What to Do If...

A direct way of stating what their problem is and that you can solve it.

- What to do if you're getting opt-ins but no one is buying.
- What to do if you've got a fabulous product but can't seem to sell it.
- What to do if you've tried everything but can't get enough conversions.

Five More Approaches

The above ten techniques give you a great starting point but you can add another five simply by using the techniques I showed you in the 5 Ways to Write a Headline on page 42.

Stack or Announce Bonus(es)

Once you've listed out all the bullets then the next step is to do something called 'stacking'. This is the process of giving even more value than your prospect was expecting by adding something else into the offer over and above what you'd originally proposed. For example, the bonus could be:

- A free product.
- Another eBook or downloadable giveaway such as, a video.
- A webinar.
- A bonus chapter.

We call this 'surprise and delight' because it's over and above what your prospect was expecting and can be the deciding factor in pushing the prospect over the finish line.

You can segue into the bonus offer with something like this:

"You're right… that's a lot of battle-tested strategies. But it gets better because you're also getting…"

Then list your bonus(es) complete using the structure above (i.e. headline, disqualify scepticism, intro into the offer and the bullet list sales engine).

Closing

Now you're ready to make your final pitch and close the sale. For many they just end with a straight call to action, but this can be premature. So, here's a better formula for closing the sales page:

Address Concerns

When closing you should acknowledge any final concerns that the prospect may have. For example, these may be:

1. Price (if you want to sell your marketing asset rather than give it away).

2. Self-doubt.

3. Will it work for me now?

4. Is this a trick/is there a catch?

5. Is this better than another option?

6. Should I do this now or can I wait?

Use the Disqualify Scepticism section on page 45 to help you write this part of the sales letter.

Give Them a Reason to Order Now

This is an important part of the close formula because unless we can develop a sense of urgency to the sale most people will park making the decision for another day. In other words, we need to give people a reason to make the decision now rather than later.

There are numerous ways you can do this but here are two I like to use:

1. Scarcity: if you've only had one hundred copies printed then say so and explain that once they're gone, they're gone. It's a simple but effective way to motivate your prospect into a decision. However, only use scarcity if it's true; don't for example, have a 'last-chance' countdown on the page which resets each day.

2. Limited Marketing Test: State that this is a marketing test you've been running which you could pull at any time.

Call to Action

And finally, put your call to action in as the last thing on the page. This could be "Download My eBook", "Watch the Video Now", etc. but make it big, clear, bold and action oriented.

What Happens Next

Once someone clicks on the link they are taken to a page where they sign-up using their email address. You can capture as much data as you like but remember that the more questions you ask the fewer people will fill the form in.

Once the form's filled a link to the marketing asset gets emailed to them using one of the email systems I'll show you in the next and final section.

Chapter 6 –
Turning Prospects into Customers with Email Magic

Create Marketing Asset — Demonstrate Value to Your Prospect — Advertise Your Asset — Capture Prospect's Details — Use Advanced Email Marketing — Convert Prospects into Customers

Let's just take a second to recap… So far, you've created a marketing asset that is going to help your prospects and by doing so will create a strong relationship with them by engendering their trust and demonstrating your expertise. Next, you've written sales copy and started your Facebook advertising campaign which will sell the marketing asset like hot cakes on a cold day. And finally, you've automatically emailed the marketing asset to the prospect using one of the systems below.

You may find that straight away people start making enquiries even without you needing to sell anything to them. They will have enjoyed your marketing asset so much that they realise you are the company for them. (Yes, this really does happen and more often than you'd imagine.)

But what if it doesn't? What if they get all this great material and your prospect does nothing? Well, first that's normal. Most of us need a few nudges and follow-ups to make a decision so now that we have their email address and permission to communicate with them, we should do so. But we're going to do this in a very specific way which doesn't a) hack our prospect off and b) automatically sells to them in a non-salesy way with no maintenance effort from yourself.

The New Rules of Email Marketing

Most email which is sent out is offer based. In other words, most of the emails are trying to sell something straight away. For example, I get emails from a printer company a couple of times a month. Every email is telling me about some offer they've got going on, 20% off this, 50% off that, buy one get one free, free delivery and so on. Every time it gets deleted. Why? Because I have no relationship with them. They're not interested in my needs and how they might be able to help me – they just want to flog me their service. To them I'm a pound sign not a person.

Most email is like this in some form.

But if you've read this far you know that the best way to convert prospects into customers is not to bombard them with how great you are or your latest offer but instead to offer them help in taking them from escape to arrival.

In other words, rather than us regarding emails as individual pieces of marketing we should see them as connected and operating as one single piece of marketing.

Let me explain why this is so important through this graph.

Impact of Helpful & Sales Emails on Trust
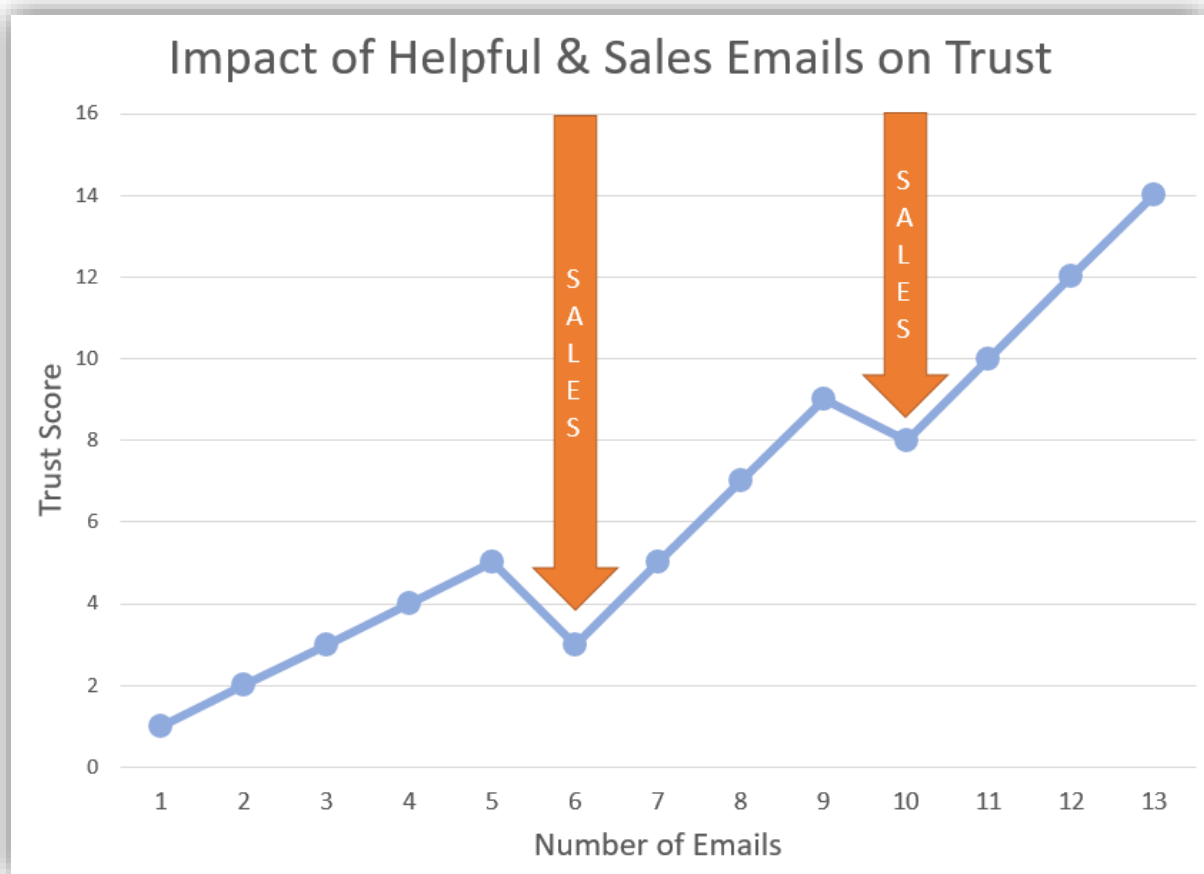
Along the X axis we have the number of emails we're sending out over time. On the Y axis is how much trust our prospect has in us. Naturally enough in the early stages of the relationship the trust levels are low because they're just getting to know us. So, knowing that, we send out emails which continue to offer help and advice and do not sell at all.

By only sending helpful emails we demonstrate our value, help our prospect improve their circumstances and increase their trust in us.

Once the trust has reached a certain level then, and only then, are we in a position to make a sales pitch to them. Inevitably, at that moment their trust in us drops slightly but you'll notice that our trust level is still positive, and we haven't gone 'overdrawn' with them. There is enough in our trust 'bank account' for us to make a withdrawal and not derail the relationship.

After the pitch we go back to giving them helpful information and depositing back into the trust bank account. Then another pitch, more helpful stuff, another pitch and so on. In fact, this is one of the ways in which you can implement the section on Selling Without Being Salesy on page 24.

This is how we turn our prospect into a customer.

Yes, it's that simple. Yes, it works. Yes, it's done by so few that you'll probably be nearly unique in your industry. In fact, if you go back to the first page in the book I listed the three things I do for my clients to help their businesses grow through marketing; get more customers, get them making bigger sales, get them buying more frequently. Most of the time I only need to implement a strategy like this and all three are satisfied in one go.

So, yes, it's a process which delivers more customers to you who spend more money with you more frequency!

Automating Your Campaign

Sounds great, right? But how do you do it? How do you automate this so you're not faffing around with knowing when to send people emails and what emails they've already had?

Well, fortunately, this problem has already been solved for us by the good people at Active Campaign, (www.activecampaign.com) Infusionsoft (www.infusionsoft.com), Autopilot (www.autopilothq.com) to name a few. These systems enable you to pre-write your emails, put them into a sequence and manage their deliver entirely automatically so you never need to worry about who gets what email when.

Here's one of the sequences I use to send one of my eBooks.
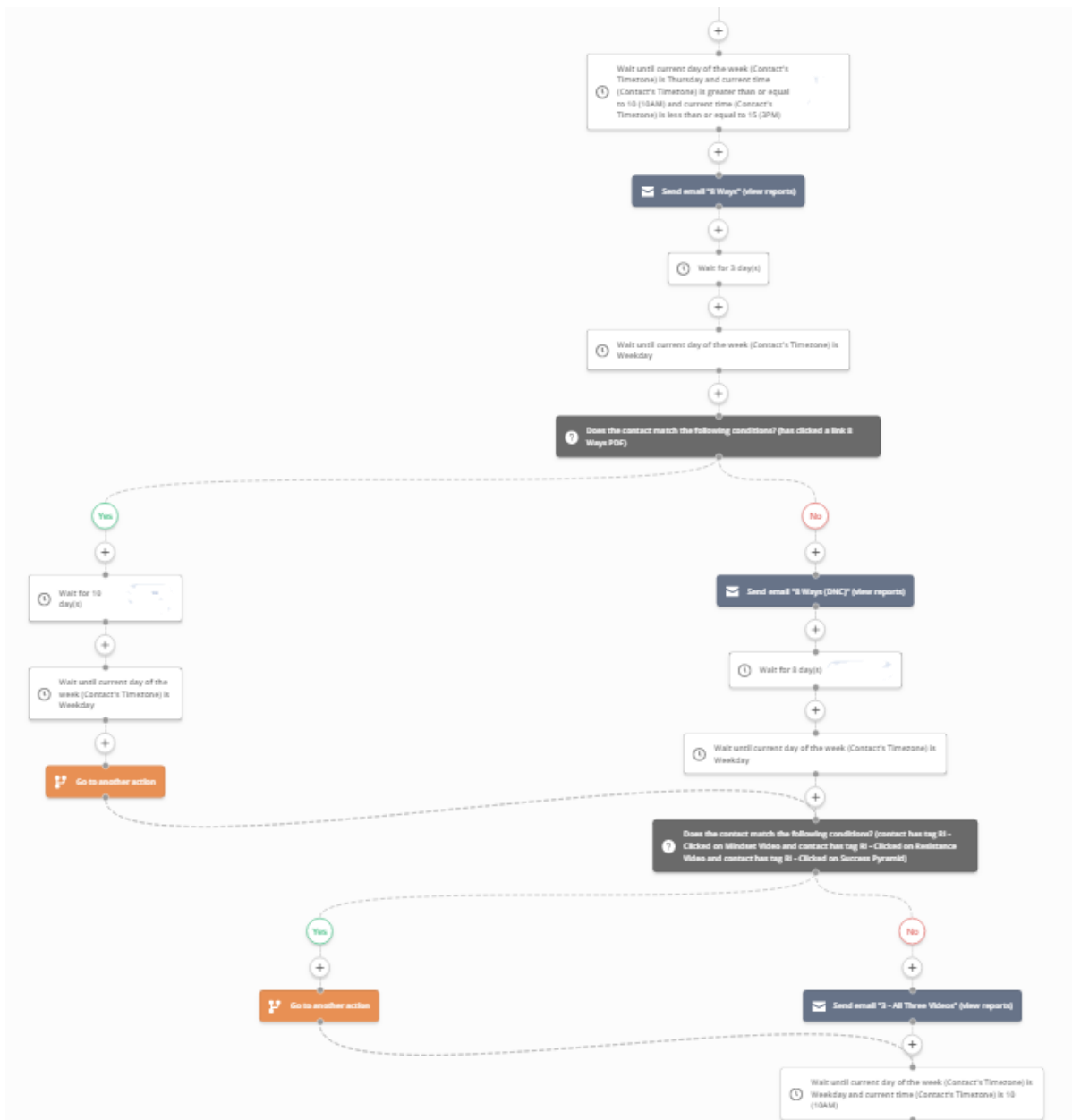
Don't worry about not being able to read it because the main point is to show you what it looks like and what you'll notice is that it's exactly like a flowchart which means that you can direct the people on your list to different emails depending on the results of their actions further up the flowchart. For example, if someone doesn't respond to the first email, I send them a different email to see if that piques their interest. Or if they have responded I take them to the end of the sequence, so they don't get irrelevant emails. It might look complicated but in reality, these are very easy to build and don't require much effort.

One of my service-based customers is using this approach to increase their sports centre membership retention by keeping their customer engaged throughout their time as a customer. Another one of my clients is using this system to educate their customer about skip hire for the construction industry. Another uses it for automatically following up on catering hire enquiries. Each of my customers gets extraordinary results simply by following the principles laid out in this book and using the intelligent marketing automation systems listed above. Plus, as you can see it's an approach which is not industry specific and so will work in your sector.

The key takeaway here is that if you continue to follow the principle of demonstrating how good you are (rather than telling them how good you are) in your emails, just like you do with your marketing asset, you'll create a relationship with your customer which will be productive for years to come.

BONUS CHAPTER 7
How to Write Compelling Copy for Your Digital Marketing

For many businesses the act of having to write sales copy is horrifying so I've included this special bonus chapter in here to give you some quick and simple strategies to get you writing copy which excites your reader and compels them to act, better yet, buy from you!

Even if you plan to speak your content in and get it transcribed having these techniques to hand will really polish the end product and rapidly improve the ability for your marketing materials to bring in the sales and enquiries.

If there is one single thing you can do to radically increase the number of conversions from your website, letters, emails and so on, it is to improve your copy. And just to clarify, copy is any word that appears in front of your reader including; the headline, the main content, the navigation menu, the words on buttons, the text in your footer, the hover text over a hyperlink, and so on.

Why is it so important?

Well, let me just side-step for a second and explain why copy is so important. To do this I'm going to use the example of your website:

When most companies develop a new website, they pay far more attention to how it looks than what it says. (How it looks is down to the web designers, the content of the website is down to the business.) So, they get carried away with art and design. It's as though they're having their dream car built for them but fixate on the body shape and completely fail to notice that their beautiful sports car has an engine powered entirely by hamsters. It's a very strange phenomenon. I remember one customer spending three days changing the width of a border around their site. The border's width didn't earn any extra money and they could have better spend that time improving the copy or even getting the site live three days earlier. Very frustrating.

Basically, nobody ever made a sale purely based on how pretty their website looked. In reality people are influenced to buy based by the words they read, so the more compelling your words the more conversions you will make. (Indeed, it could be argued that conversions are the combination of highly relevant visitors meeting a highly compelling offer.)

Unfortunately, it feels like most websites have been written by someone who would rather be doing their tax return than convincing their visitor to buy from them. And if it's not been poorly thought through then it's probably been copied from the previous website or worse still the brochure, they had printed in 2016.

Just to underline the significance of this let's take a real-world example. Who would you send to your biggest customer?

1. One of your professional salespeople who knows your product inside out, understands your customers, knows what they need, knows how to help them and can express themselves articulately.
2. or the chap that came to fix the photocopier?

Clearly, it's a salesperson. (Equally you wouldn't expect your salesperson to fix the photocopier!) You find the best person for the job.

Now to return to your website... You don't personally know who is visiting your website which means you must assume they are about to become your best customer and, therefore, you should do your utmost to impress and influence them. In other words, your copy should present you in the best possible light and give your visitor the best chance of understanding your product and service so they can make the right buying decision. And this is true of all your marketing copy, not just the website.

However, even though most of us are not professional copywriters that doesn't mean we can't become great copywriters if we apply a few simple strategies. Here are the key things you need to know to help you along.

Copy Strategy #1 – Just Begin!

Ok, so you're thinking about writing some marketing copy and staring at a blank screen and... nothing. It's perfectly normal to feel some anxiety about not knowing where to start so, just like the Hitch Hiker's Guide to the Galaxy, "Don't Panic". Unless you are a professional writer it is unlikely that you won't feel a bit daunted by this. What you're feeling is perfectly normal but overcoming this hurdle is without doubt the biggest obstacle most people face. In fact, the majority find it so difficult to overcome this that they get no further and because they don't, they miss out on a huge opportunity to increase their conversions.

Firstly, give yourself a minimum of two hours to start with, find the quietest time of the week and find the quietest point of the day. Hold all your calls or switch the answerphone on and then simply, start writing.

It doesn't matter if you begin in the middle and work your way out or start at the end and work backwards to the beginning. Remember that this isn't an exam, and no one is going to mark you on how well you have performed — it doesn't need to be perfect first time. All you need to do is get the basic ideas down and then refine it later on. The more you write the more confident you become about writing and the less daunting the whole process becomes.

I find that whenever I write anything, the first attempt is, honestly, pretty rough. It takes me between two and three rewrites to get it right. So, I recommend getting the broad brushstrokes of what you want to say down and then going through a process of refining until it is exactly how you want it.

Copy Strategy #2 — WIIFM

A big problem with much marketing copy is that it's self-centred... you know the kind of thing...

"We've been established since 1748... we tailor our services to our client's needs... we made widgets for Louis the XVIII... we're the largest... we're proud of our reputation... we have 18 offices throughout the UK... "

If this were a date you would have faked a call on your mobile, escaped through the lavatory window or feigned death by lying face down in a bowl of peanuts. However, if you *were* on a date, you'd probably start by showing interest in them *before* you tell them how amazing you are. And that is the difference between writing self-centred copy which switches people off and customer-centred copy which engages your reader.

The trick to doing this is to ask yourself this question as though you were your prospect:

"What's in it for me?" (WIIFM)

The Americans turned this into an expression: "Tune in to WII-FM" and that's just what you need to do. In other words, flip the conversation around, instead of talking about yourself, talk about them:

What is your prospect going to get out of working with you, having your service or buying your product? What do they get back? (Remember, that at some point you are asking them for their money so you want to present a convincing argument as to why they should part with it.)

So, here's a useful exercise to help you identify what the "WIIFM" is in your business. It's called the Pain/Pleasure Pendulum.

Strange though this is, we often make purchases which help us achieve a state of pleasure. In other words, the result of a purchase is a pleasurable experience be that, buying a new television, employing an accountant, going on holiday, renting lovely office space, and so on. It would be very rare to find someone who deliberately made a purchase which causes them pain. Each of your customers will have a 'pain' which your product or service takes away. (This is another way of visualising 'escape'.)

One of the key elements in successful copywriting is identifying the pain of the prospect and showing them how it turns into pleasure (arrival) when they become your customer. (Think of it as their problem being overcome by your solution.) Let's take the example of an accountant. What's the pain people who are needing accountants feel versus the pleasure of using their service:

PAIN (ESCAPE)		PLEASURE (ARRIVAL)
Doing the accounts requires effort and knowledge	⇨	Just hand over the accounts and it all gets done
Fear of getting it wrong; penalties, prison (!), etc.	⇨	Guaranteed to be within the law and penalty free
Dealing with officials	⇨	Don't have to communicate with the authorities
Cost of time	⇨	Frees up your time
	Etc…	

Now take your business and look at the 'pain' your customers are in before they use your service and the 'pleasure' they receive by using your product/service afterwards. Once you've done your table as above, you'll have a description of why people will want to use your service.

You can now turn the pleasure of using your business into clear benefits you can express in your marketing. Below the "Why Use Us" column is the final copy you would use.

PLEASURE		WHY USE US?
Just hand over the accounts and it all gets done	⇨	Let us take the stress out of your accounts with our 100% Hassle-Free service
Guaranteed to be within the law and penalty free	⇨	Never again worry if you've got your tax return right and on-time
Don't have to communicate with the authorities	⇨	Save yourself the headache of dealing with the Inland Revenue
Frees up your time	⇨	Recover days of lost productivity by letting us handle your accounts

You can then use these as benefits of using your business. Which leads us neatly on to…

Copy Strategy #3 – Features vs Benefits

Ask any average business about their product or service and they'll give you a list, unfortunately it's more often than not the wrong list. Let's take the example of a typical car dealership. Ask them about the latest model and here's the kind of thing you get back:

1. Good fuel economy
2. Big boot
3. ABS brakes
4. 0-60 in 7 seconds

Those are the *features* of the car but what most people want to know (even if they don't ask) are the *benefits*. Let's review the list again but this time adding in the benefits

FEATURE		BENEFIT
Good fuel economy	⇨	Saves you money on fuel bills
Big boot	⇨	You can take the family and the dog on holiday for two weeks with space to spare
ABS brakes	⇨	Keeps you and your family safe
0-60 in 7 seconds	⇨	Makes you look ultra-cool

Here's another example, the fact your car has a GPS is a feature but arriving at your destination on time and unflustered is the benefit!

People may listen to the features, but they buy the benefits. So, take a look at your products or services and build a table like the one above. Focus your copy on the benefits and you will unlock your buyer's wallet. Don't forget to use WIIFM and the Pain/Pleasure Pendulum to help you identify your business's benefits.

Copy Strategy #4 – Be Conversational

So, what style should you adopt when you are writing your copy? Well the temptation is to write in formal, business-like terms. However, this often comes over as being distant and impersonal which tends to turn people off.

Here's an example of what I mean.

> *ABC Accountants is a firm of Chartered Accountants and*
> *Registered Auditors established in 2005. It has attracted a*
> *large number of companies through its reputation,*
> *efficiency and customer focus.*
>
> *In an ever-changing world, ABC Accountants' clients are*
> *confident that their affairs are in good hands. This*
> *confidence derives from our approach to professional*
> *matters and by the results from our recommendations.*

Well, it sounded very professional but hardly friendly or, inviting or personal. Now compare it with this from an IT support company:

> *IT goes wrong - we're not scaremongering, it's just a fact of*
> *life.*
>
> *When it does, we're here to help. Our approach to your IT*
> *is simple;*
>
> - *get there fast (98% on site within 4 hours)*
> - *fix it fast (99% of visits are first time fixes)*
> - *report and prevent (our preventative advice will*
>   *save you money)*
>
> *Here's our promise to you: if you aren't impressed by our*
> *speed and quality of service on our first visit we will give*
> *you your money back!*
>
> *So, let's start with a simple conversation. If we can help*
> *we'll tell you, if we can't we'll leave it at that.*
>
> *Call us today...*

Now, doesn't that sound more like the type of company you would want to start a business relationship with? Notice that one of the key reasons why it sounds more personal is that they use the word "you". In fact, writing in the first and second person automatically make your writing sound personal. So, using "I", and "me", "my", "you", "yours", etc. creates a personal connection with your reader.

If you're still unsure about getting the style right here's a really easy technique to help you: simply, write as you speak[‡]. This technique works because, in our day-to-day lives, we hear more than we read and so we are more tuned into the language that we use in everyday speech. If you write in the same style you would use to speak then you'll find your copy easier to write and your prospects will find it easier to read. (This also makes your marketing asset much more accessible.)

After you've been writing for a while, you'll start to get a sense of your own style and that's when you really begin to enjoy the process. One of my clients, for example, is great at telling stories and usually has me doubled over laughing. His marketing copy is successful because although he's very respectful of the reader, he uses humour to get his point across. What he learned was that he was actually far better and more natural writing in that style than trying to write in serious 'business speak'. So, give yourself a bit of time to let your style develop and mature naturally.

Copy Strategy #5 – AIDCA

When it comes to writing marketing copy from scratch having a good structure will make all the difference to your reader. Fortunately, copywriters have a secret formula they use to do this which goes from the top of your page to the bottom. Here's the structure below with an example for illustrative purposes.

[‡] This may not work if you speak in Cockney Rhyming Slang (but it may make your marketing more fun to read).

STRUCTURE	(Very basic) EXAMPLE
Attention	Make money from your website!
Interest	Did you know that only 1% of visitors become customers?
Desire	Here's how you can convert the other 99%
Commitment	100% satisfaction guaranteed or your money back
Action	Click Here to Buy the Book!

Now let's take a look at the structure in a bit more detail:

Attention: Grab your visitor's attention with a headline. The headline is to keep your visitor on the landing page and to keep them reading.

- *"How to Win Friends and Influence People"*
- *"Which of these £5 best sellers do you want – for only £1 each?*
- *"Discover the Fortune that Lies Hidden in Your Salary"*
- *"Free Book – Tells You The Secrets of Better Lawn Care"*

If you're stuck for a headline focus on the *one major* problem that your visitor needs to solve – it's the one that appears more 'dangerous' than all the rest, for example *"WARNING: Losing Your Home in a Fire Is Bad Enough, but What If Your Insurance Didn't Cover You?...*

Looking for a few more ideas for headlines? Check out page 42.

Interest: Now you've stopped them with your attention-grabbing headline you need to create some interest so they can carry on reading. This is the point at which you use the copy you've written about solving your prospect's problem and where they read how you are going to move them from pain to pleasure. You should also use this part of the copy to describe the benefits of your business, its products and services.

Desire: You are creating desire and in so doing giving your prospect the reason why they should respond to you. Ask yourself; what do they *want* as opposed to what you think they *need*. If you're an astronaut doing a first-time spacewalk you *need* a space suit but what you *want* is someone with a camera to record the moment!

Commitment: This is where you can demonstrate your credibility using testimonials, guarantees, trade, partners and customer logos, association memberships, kite-marks, support options and so on. Present what you can that will give your prospect confidence in buying from you.

Action: This is, arguably the most important aspect to the page because it describes what you want your prospect to do next (buy, sign-up, download, etc.). It could be in the form of a button ("Buy Now") or a line of text ("Get in Touch Today") or a form, a hyperlink or email link. It is whatever action you need your prospect to take.

Look at some of your marketing collateral just now and see how closely it follows this structure. Then add in any missing elements to help strengthen the marketing literature's sales proposition.

Copy Strategy #6 – John Carlton's – Here's What I Got…

The AIDCA structure is not the only one you can use: Frank Kern was given this structure for a sales page by John Carlton and it is about as simple and straightforward as it gets. Here's the format John gave to Frank:

1. Here's What I Got…
2. Here's What XYZ Will Do For You…
3. Here's What I Want You to Do Next…

It looks deceptively simple but here's the catch – people try and complicate it believing that nothing which is that simple can actually work consequently, they lessen its impact! Frank Kern followed this approach (to the letter even including the headings as they are)

and launched several successful products to the tune of hundreds of thousands of dollars.

The key to the structure is to, as Frank puts it, "Get to the point and don't be afraid". Simply be direct and clear.

Copy Strategy #7 – Pacing Your Online Reader

Most people surf quite quickly which means that the average length of time they spend on a website can be very short. Some marketers have argued that it takes only a few seconds before a visitor decides to stay and look further or leave and try another website. The reason why visitors make such quick decisions is because ingrained into our psychology is the need to move from pain to pleasure (problem to solution, escape to arrival) as quickly as possible. There are other factors which influence browsing speed, but the bottom line is that the initial search is done at speed. Once you acknowledge this it can change the way you look at your website.

Imagine you are sprinting down the road at full tilt. Suddenly a passing cat decides to run in front of you forcing you to come to a crashing halt. Firstly, it takes quite a lot of energy to stop dead and secondly, it's an uncomfortable process (especially for the cat if you can't stop). When your visitor is browsing at speed if they land on your website and are confronted with big paragraphs of text that go on forever or lots of flashy graphics all vying for attention, then you force your visitor to go from fast browsing to very slow 'information absorption' browsing. This is effectively trying to make them to stop dead and, as we discussed, this is an uncomfortable feeling when you're running and when you're browsing. Often your visitor won't expend the energy in slowing down they will simply bounce off your page because it looks too much like hard work to wade through.

A better way to manage your visitor is to acknowledge that they are browsing at speed and make sure that the landing pages on your website only slow them up enough for them to absorb the key facts. Once you've piqued their interest with a flavoursome

headline and bullet pointed list of benefits you can then offer them the opportunity of reading more about what your business can do to meet their needs.

Now look at any one of your sales pages and imagine that someone lands on it for the first time. Give yourself no more than 15 seconds and make a snap decision: would you stay, or would you go? In other words, does the page communicate enough to your visitor in those 15 seconds to convince them to stay and read more? This is, obviously, quite a subjective test and you're probably not the best person for it because you're too close to your website and your business. Instead, this is a job for a group of test subjects for you to find and quiz.

Copy Strategy #8 – Use Bullets & Numbered Lists

Research from the British Computer Society shows that people read slower on screen, with less accuracy and get tired faster. This is very important for us to know because we need to be sensitive to how people read online in order to get our point across most effectively especially since the majority of information about your business will be online rather than in printed form.

One way in which you can keep people engaged (and awake) is to use bullets and numbered lists to help break the page up and focus their eye on the key information. Using lists:

1. helps you order your information
2. keeps your message concise
3. makes your page scannable so your visitor can find quickly information relevant to them.

Now here's a really advanced tip. We humans can only handle so many 'chunks' of information at a time before we edit them out. The consensus is that 7 (plus or minus 2) is the maximum – this is called "chunking" The more complex the information the less

we remember. Shorten your lists right down if the information is detailed or lengthen them (up to 9 deep) if it's very basic.

Another little gem is that oddly people don't read lists from the top down. In a list of 5 bullet points the biggest impact is made by point 1, then 5, then 2, then 4 and 3 is the least likely to be noticed. If you've got a list which has a priority to it order them like this:

1. Priority 1
2. Priority 3
3. Priority 5
4. Priority 4
5. Priority 2

Copy Strategy #9– Button Text

Obvious places to find buttons are on forms (sign-up, contact, etc.) product pages, next to search boxes and so on. The fact that there is a button on a page already indicates that something will happen when you press it. From your perspective it's probably very important that the button gets clicked on as it will initiate the next step towards your prospect becoming a customer. But the text on the button itself can be used to further sell the need to act.

For example, let's imagine you've got a sign-up box for your email marketing. The button at the bottom of the form might say "Submit". Most people implicitly understand what the button will do because the button itself stands out on the page so why not jazz up the message, so they are clicking on a benefit and not just an instruction. For example:

- Get Your Free Report Now
- Click to Receive Your VIP Newsletter
- Download Your Free Trial Here...
- Get Started Now
- Join Us

Now there is a counter-argument that by changing the name of the button to something unexpected you force visitor to think a little more about their action. Personally, I think that if it's presenting the benefit of the action then that's fine. However, do make the button visually obvious and the call-to-action text clear.

If you're worried that the button might not look obvious enough you can always add the text "Submit:" to the front of your wording. So now it might read:

- SUBMIT: Get Your Free Report Now
- SUBMIT: Click to Receive Your VIP Newsletter

Chapter 8
Action & More Help

There you have it! In these chapters you have everything you need to build yourself a campaign which can run and run, giving you a consistent and predictable stream of customers directly to your business with minimal management required from you.

Yes, I know that sounds like the Nirvana of marketing but that's the nature of campaign marketing. I'm not saying it doesn't require hard work nor that it will be perfect out-of-the-box but having this system (and other systems like it) in place will make your business more profitable, more enjoyable and less stressful.

All you need to do now is take ACTION!

As I mentioned before most people (easily 80%) will enjoy the read and go back to their day job. They will have the same stresses, get the same results and continue to live in a sort of business Groundhog Day. I'm guessing, since you've got this far, you're not one of them. In which case I urge you to act.

You can do one of two things at this point: Take the information in this book and;

1. do it yourself or

2. **ask me to help you do it.**

IF YOU CHOOSE 1 then may I wish you well and please let me know how you get on.

IF YOU CHOOSE 2 then we can get to work growing your business on your terms and achieving the results you want to see quickly.

You'll Never Be Out of Pocket, Ever

Here's a no-cost, easy way for us to start working together. It begins with you and me having a FREE 45-60-minute chat. In that conversation, I will personally create a campaign marketing plan that will **grow your business over the next 12 months**. We'll even look at things we can do which will **immediately generate more online business**.

Here's why **it's free**:

I want to work with you over a number of months (at least 6, probably 12) to help you substantially grow your online business. And, because I want a long-term relationship with you, I am happy to show you the value I can bring to your business up front. **I'm confident that after more than a decade of consulting with many high-value companies I can help you**.

At the end of this initial planning session one of these two things will happen:

1. **You love the plan and decide to implement it on your own.** If this is the case, I'll wish you the best of luck and ask you let me know how you're doing.

OR (and the more likely one)

2. **You love the plan and ask to <u>become my client</u> so I can personally help you execute, maximise, and profit from it ASAP.**

Our initial 45-60-minute call is where we really begin working to figure out what your online goals are and exactly how to turn them into reality. I'll meticulously review these goals and I'll deliver a plan to immediately generate results.

After that, we can talk about you becoming a client.

<u>It really is that simple and there's no catch.</u>

The 'worst' that can happen is you get a plan which will help grow your business.

The best that can happen is we work together one-on-one to increase sales and profit several times over.

<u>REMEMBER</u>**:** You get the plan whether you become a client or not so you literally can't lose.

So Why Would I Offer This for Free?

Two reasons:

First, I enjoy it. This type of thing is what I do best, and it makes me very, very happy to see the advice I give helping businesses grow and achieve financial success (along with all that it brings).

Second, it's how I attract clients to my consulting business.

Here's How It Works in Practice

First Session

The initial session is free and should put us firmly in the black. (For example, one my clients recently added an additional £11,000 to the bottom line of his business within the first 30 minutes of our consultation. Another generates a six-figure number every year from one piece of advice I gave in our initial meeting.)

Our first conversation will be a combination of fact-finding and understanding what you want to achieve going forward. Once we have the 'raw materials' we can work on a campaign marketing plan specifically for your business. During that call, I'll also give you some steps to take immediately for fast results.

There are several ways in which I might help you get results quickly including **finding buyers from untapped sources**, **reactivating past customers**, **restructuring your offer for a better price point**, **creating continuity revenue streams**. Plus, if you have a list of prospects, **we can work on promotional activities to quickly convert prospects into paying customers**.

And **you get all this on the first call for free** regardless of whether you become a client.

Future Sessions

A major part of our work together will be creating automated marketing campaigns. These campaigns knit together many different marketing channels such as email marketing, social media, your website, offline marketing, referrals systems and much more. During our time together, I will:

- **Identify clear marketing opportunities** which deliver customers and enquiries directly to your business.

- **Improve the conversion rate of your website** so you generate more revenue without spending money increasing traffic.

- Use social media to **create ready-to-buy prospects** you can tap into at any time.

- Use analytics to evaluate and strengthen your website, **keeping prospects engaged for longer and increasing the chance to buy**.

- Develop email marketing campaigns designed to build and strengthen relationships **converting more customers and increasing their frequency of purchase**.

- Develop wider offline and online marketing techniques to **deliver more leads directly into your sales funnel**.

Plus, I'll even help you **create more time in your working week** which you can spend on growing your business.

We will then construct and deploy campaign strategies over the next 12 months to increase your online traffic, sales and enquiries.

How We Get It Done

We'll have a session every two weeks and spend several hours per month working together on your business.

Each session can be face-to-face or over the phone, Skype, Zoom – whatever works best for you.

PLUS: We'll stay in CONSTANT COMMUNICATION by using my online Private Client Access System. This way, I can see how you're doing and **help you keep the momentum going between sessions**. In fact, **I often end up writing sales copy, reviewing your analytics, deep diving into social media and actually doing some of the 'heavy lifting' for you** this way.

You can expect me to reply with regular emails answers, voice memos, and even personal videos.

But the bottom line is **we're getting it done, constantly** – always building momentum **and seeing constant improvement**.

This is Not for Everybody

I want to work with companies with whom I can create significant returns for which means that what I offer is not for everybody. This means that your business should be in the right 'space' before we can proceed:

1. You must have a sound business already. I work best with people who are up and running and simply want to run a lot faster and a lot further.
2. You must already have a steady flow of leads and customers.
3. You must have a good, solid product and a good reputation.
4. You must be prepared to follow or delegate my advice and directions. After all, if you don't implement the stuff I give you, neither one of us will succeed and make money.

Here's What I Want You to Do Next

If you're happy with the criteria above and would like to talk to me personally then I'll set some time aside for you.

Simply, follow the link below and fill in the form. Don't worry, it's simple and quick. After that someone from my office will set up a time for us to talk and we'll begin working to figure out exactly what you want and how to **make it happen**.

www.digitalroar.co.uk/strategy-session

Please Note: Time is a Factor

This opportunity is extremely limited because of the intense one-on-one time needed in order to provide you with results. Therefore, it is physically impossible for me to work with more than a handful of people.

Also, you should know that there is always a demand for personal one-to-one help from me, and what I'm offering to you is LIMITED.

So, with that said, the window of opportunity won't be open long.

If you feel like this is right for you leave your details and let's talk.

Best wishes

Jed

Jed Wylie