

Internet Marketing Super-Summit

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3 Ways to increase business

- increase # of clients
 - increase the average size of the sale per client
 - increase the # of time clients return + buy again
- work on all three = geometric growth



breakthroughs are unconventionally fresh, superior, more exciting ways of doing something

ask yourself continually "Where's the big overlooked opportunity here?"

always discover the hidden opportunity in every situation

try to uncover at least 1 cash windfall for your business every 3 months

build a foundation based upon multiple streams of idea generation. get ideas from others

one of your breakthrough goals is always to make your product or business special, unique, + more advantageous in your clients eye

Breakthroughs increase in direct proportion to the amount of networking, brainstorming, and masterminding you do with like minded, success driven people outside your industry

Breakthroughs



when you limit your business to doing things the same way every other competitor of your does, you can only produce modest, incremental gains at best

most business people don't realize it, but they are in the client and prospect generating business. that's the basic goal of all marketing

business



whenever 2 parties come together to transact business of any kind, 1 side is always asking the other to assume more or all of the risk

if you ask someone to take on all the risk, their 1st inclination is not buy

your goal is to eliminate as much, if not all, of the risk in the transaction for your client

take away risk, you lower the barrier to action + eliminate the primary obstacle to buying

1 of the biggest "competitive edge" advantages you'll ever gain is to always make it easier for the client to say yes than it is for them to say no.

you totally + completely guarantee the purchase for your client

ASSUME THE RISK IN EVERY TRANSACTION YOU HAVE WITH YOUR CLIENTS

Better Than Risk Free

compensating your client for their dissatisfaction + valuing their time + trust is the concept behind it

consider offering the client something else in addition (a bonus) when they agree to purchase. offer them an exceptional money-back guarantee, but allow the client to keep the bonus if he or she asks for a refund

TEST THE MOST SPECIFIC TYPES OF GUARANTEES + BETTER THAN RISK FREE GUARANTEES YOU CAN BEFORE ARBITRARILY DECIDING ON ONE

when you put a very specific + dramatic performance-based guarantees or risk reversals on your selling proposition, your sales almost certainly soar.

the longer the guarantee + the more specific the performance expectations you make, the more people will buy

test it yourself

RISK REVERSAL CAN BECOME AN IMPORTANT PART OF YOUR USP

weight-loss programs guarantee specific weight loss in a specified period of time

make a complete list of every obstacle to your clients that might prevent them from purchasing, dealing with, or choosing you over your competition.

Risk Reversal



THE SINGLE MOST IMPORTANT STRATEGY YOU CAN USE TO MAXIMIZE THE VALUE OF ALL OTHER STRATEGIES IS TO COMMUNICATE ON A REGULAR BASIS WITH EVERYONE WHO CONTRIBUTES, OR EVER WILL CONTRIBUTE, IN ANY WAY TO YOUR BUSINESS SUCCESS

your challenge is to keep clients constantly connected to you

- keep them thinking
 - how valuable you are
 - how good you are
 - how much you care about them

the more contact + communication you have with a person, the stronger + richer the relationship becomes. in business the secret to keeping + growing clients is to keep meaningful communication w/ everyone important to you

communication



to get your prospects + clients to see your business as offering them a superior benefit or advantage that no other competitor offers them

you must determine the most powerful benefit or advantage you can possibly offer an existing or future client so it will be totally irrational for them to choose to do business with anyone but your company

YOU MUST IDENTIFY WHAT ADVANTAGE OR RESULT YOUR CLIENTS WANT THE MOST

you must integrate your USP into all your promotional, marketing, advertising, + selling operations

the more clearly you telegraph what makes you a better choice, the more often they'll choose you over the competition

the pint is to focus on the one need, or gap that is most sorely lacking - provided you can keep the promise you make

IT IS CRITICAL TO ALWAYS FULFILL THE "BIG PROMISE" OF YOUR USP

the USP is the nucleus around which you build your success, fame + wealth. SO YOU BETTER BE ABLE TO STATE IT!

try it. write 1 paragraph statement of your new USP. at first you will have trouble expressing it tightly + specifically. it may take 2 or 3 paragraphs or more. ruthlessly edit away the generalities + focus on a crisp clear statement that promises the most you could possibly offer.

remember axiom: you will not appeal to everybody. in fact certain USPs are designed to appeal to only 1 segment of a market

all your employees (or subcontractors) with any public contact or client interaction, or anyone who impacts your business - **MUST FULLY UNDERSTAND, EMBRACE, + BELIEVE YOUR USP**

talk to your staff, write scripts, HOLD CONTESTS, + reward people who distinguish themselves promoting your USP

IT'S VITALLY IMPORTANT TO INDELIBLY ETCH A STRONG, CLEAR, COMPELLING USP IN THE MINDS OF YOUR CLIENTS AFTER THEY'VE BOUGHT FROM YOU

immediately following the sale, write, e-mail, phone, or visit your clients. During the follow-up, make sure the clients feel important + special, and that their initial purchases are "RESOLD". repeat your USP + remind the clients how it helped them make their purchasing decision

USP



I advise my clients to frequently offer special promotions to their clients by mail, telephone, or in person.

by offering your clients genuine, specially priced deals, you endear yourself to them

1st the client should always see the offer as a logical extension of your basic USP

if your USP is service, your preferred promotions will be service based rather than price based

2nd make it very clear that this special offer is only available to current clients

a USP can come in the form of an occasional special offer.

give staff reasonable authority to ensure the promise behind your USP

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Formal Referral System

a formal client referral system will bring you an immediate increase in clients and profit

a referral-generated client normally spends more money, buys more often, and is more profitable + loyal than most categories of business you could go after

REFERRALS BEGET REFERRALS they are self-perpetuating

every time clients deal w/ you in person, through sales staff, by letter, e-mail, or on the phone, diplomatically ask them for client referrals

you provide far too important a value + benefit to allow all of the friend, coworkers, family members, and colleagues of your current clients to be denied access to you

refuse to allow yourself to become a commodity. instead focus on your contribution to clients lives + the ultimate impact that results

A PSYCHIATRIST I'VE ADVISED MADE HIS BUSINESS BOOM BY FOLLOWING JUST 1 PIECE OF ADVICE

the law of consistency is such that if clients recommend you to someone else, they have committed themselves also.

IF YOU WANT TO OPTIMIZE ANY BUSINESS, THEN YOU WILL HAVE AT LEAST 4 TO 5 DIFFERENT REFERRAL SYSTEMS

who are the ideal prospects?

what is the benefit your ideal prospect wants + needs

what benefit or result does your competitor provide

what benefit do you provide

what is the ideal prospect's biggest problem that is not being met?

what you need to know

what are the demographics of your ideal prospect

clients

employees

competitors

prospects

prospects who didn't convert

other business + professionals

associations - unions, etc..

who can refer prospects to you

make sure you have a good or valuable product

reverse what you do

position yourself as different from your competitors

show interest in your current clients by asking them about themselves

explain that even if the referral doesn't buy, you will provide a valuable service for them

explain that you get most of your business from referrals

give them both logical + emotion reasons why they should give you referrals

because you do, you're able to invest your money + time in providing a better service

in the case of some professionals who cannot ethically take pay for referrals do other things like donating money to their favorite charities

offer to give them an incentive for the referral

set stage for getting referrals

steps

offer to give their clients a product or service for free or at a discount and tell them that this is something that the person referring you to them has bought them

offer to give the referral a special incentive

have your client call or directly contact the referral

do something in advance of asking for the referral for the person for who you want to get referrals. THIS WILL INDUCE THE LAW OF RECIPROCITY

keep in frequent contact w/ people who have provided referrals in the past

ASK FOR REFERRALS WHEN CLIENT IS MOST RECEPTIVE

DONT BE BASHFUL; ASK FOR REFERRALS

THANK YOUR CLIENTS FOR REFERRALS

help your clients locate referrals for you. ask them, "WHO DO YOU KNOW WHO ___?"

a health club's new clients are 80% from referrals. when new people are introduced, the emphasis is on service + results. when they sign up, the club gets them to commit to consistently come into the club and use it- then they get them to promise to refer friends so they can help them out, too. after the new clients get results they were after, the club asks them to write a letter of recommendation

HE TOLD PEOPLE WHO REFERRED PATIENTS TO HIM TO TELL ANYONE THEY REFERRED THAT THEY WOULDN'T HAVE TO PAY FOR THE FIRST SESSION

add ons= you graduate the client to a larger or superior alternative product or package of goods or services

cross sell= is introducing the client an additional product or service that will add or increase the result of their transaction with you or your company

every time someone buys from your company, you have an opportunity to increase the size of the purchase

adding product + services

adding volume or time options

adding combinations (packages)

when you close the sale, it's the perfect time to make an additional sale- particularly if there's a very good reason + benefit for the client to buy your package deal. 60% of all clients will increase if you do it right + offer true value

write the names of you 3 best selling products

make ad-ons work for you

now add the end result that clients desire when they buy these items

alongside list some of the ways in which you might increase the value + benefit of those goods + services to your clients by adding a product or service to a typical sale

observe what your clients do before they buy your services. Can you provide that to them, too?

ways to come up with

watch what people do w/your service after they buy it, + offer to do it for them for a fee

see what people buy to go with your product or service in the pursuit of their end result. make it available through you

Ask yourself how you would make a clients' end result even more complete

IF YOU CAN SELL ANY PRODUCT OR SERVICE THAT CAN BE OFFERED ON WHAT I REFER TO AS "FNU" (TILL FURTHER NOTICE) BASIS, YOU CAN USE YOUR AD ON OR UP SELLING TECHNIQUE TO TURN A 1 TIME PURCHASER INTO AN ONGOING, PERPETUAL, WEEKLY, DAILY, MONTHLY OR QUARTERLY LOCKED IN SALES. THE CONCEPT THAT DRIVES THE MUSIC CLUB BUSINESS

give clients three better options + a number of them will choose 1 of the two additions over their initial intent. give them superior value in each option you add, and they become benefited many more times more than you do from the process

another approach to increasing the average transaction value is to use point of sale promotions. point of sale promotions are nothing more than displays or signage that grab the clients attention right at the point of sale.

I STRONGLY URGE YOU TO LOOK AT YOUR BUSINESS OR PRACTICE + ASK SELF "COULD I TAKE ANY OR ALL OF THE PRODUCTS OR SERVICES I SELL + REPOSITION THEM TO BE MORE UP MARKET?"

test everything. it's simple and the payoff can be enormous

until you start testing different responses + performance levels, your leaving massive potential on the table

with each specific ad compute the cost per prospect, the cost per close, the average sale per prospect, the average conversion per prospect, + the average profit per sale against the control

WHEN YOU TEST ONE APPROACH AGAINST ANOTHER + CAREFULLY ANALYZE + TABULATE THE RESULTS, YOU WILL BE AMAZED THAT ONE APPROACH ALWAYS SUBSTANTIALLY OUT PULLS ALL THE OTHERS BY A TREMENDOUS MARGIN

TEST EVERY SALES VARIABLE. any positive or negative data can help you manipulate dramatically the effectiveness of your sales efforts.

NEVER TEST BIG IF YOU CAN TEST SMALL

A/B SPLITS ALLOW YOU TO TEST TWO APPROACHES WITH ONE HOMEPAGE

when advanced test quality of response instead of mere quantity

whatever you think is your best selling price probably isn't



Add Ons + Cross-selling



Testing



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communication



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Barter



trading your products or services for things your business needs or wants is called **business barter**

- don't rule out barter simply because you're in a profession + not a hard industrial product
 - start by going to the most direct + logical prospects first, and then propose a direct exchange of your goods + services for theirs
- 1 on 1 barter
 - trade retail dollar to retail dollar
 - whenever you require something right now, + the person or company you are trying to trade w/ doesn't need or want to, offer the prospective trade this option
 - unlimited time to take your goods or services
 - he may assign the credit you are offering him to anyone else
- ground rules
 - insist on assignability for any item or service you ever receive credit for
 - never try to trade your good or services at anything else than retail value
- triangulation
 - the use of 3 or more separate transactions to achieve your ultimate barter objective

Direct Mail + E-Mail + Web-Copy



the next time you come home + find a stack of so-called junk mail in your mailbox, don't pitch it into the garbage. take a few minutes to read a letter or two.

is one of the least expensive + most effective ways for you to tell you full sales story to your clients + prospects

a sales letter is nothing more than a conversation between 2 friends. 1 person gaining knowledge from another

components of sales letter

- it must get readers attention w/ powerful headline
 - headlines are the key
- offer the reader a desirable reward for reading the letter
 - the letter must show clear + distinctive advantages in the body copy
- the letter has to prove or validate your claim of benefit or advantages through factual examples (testimonials)
- the letter must persuade the reader to reach out + seize the advantage you promise

facts that may impress you reader

- your facilities
 - research
 - location
 - night + weekend hours
- facts about your reputation + the standing of your business
- details about employees experience, credentials, + skills
- special delivery or production process which your competitors don't have
- usage of data, records, documents + case studies
- names of prestigious past or present clients + their endorsements

it still won't be profitable unless you ask the reader to act now

- pick up the phone + call our client service order lines
 - go to the nearest location
- don't let another day go by without sending for this free information

jay's tips

- i ask the reader to respond immediately to a specific offer totally at my risk
- i limit the time + restrict the quantity of the offer, and clearly explain why
- i explain in detail the loss of sampling opportunities for free bonuses the reader will lose by failing to respond in time
- i provide a better than risk free guarantee that makes it short of ludicrous not to take me up on my proposition
- i tell the reader precisely + in progressive steps exactly how to respond

your sales letter should be warm, human, sincere, honest, personal, and 1 on 1. your brochure or your company service report should be technical

reprint or excerpt your best testimonial, endorsements, + recommendations.

NEVER USE A BROCHURE IN THE MAIL W/O AN ACCOMPANYING SALES LETTER TO AMPLIFY IT

telemarketing



if used correctly, telemarketing can produce explosively profitable results for almost any business or professional practice

telemarketing works best when you prepare the way for it with a letter or ad that causes prospects to write to you for more information

don't jump into telemarketing w/ both feet until you've tested it on a small scale + determined that you stand at least a fair chance of turning a good profit

when prospect calls you

- be an interested + knowledgeable person
- communicate to the prospect that you understand their need + problems
- let them know you have the solutions for them
- create a mutually convenient appointment time
- advise them don't sell them
- guide them professionally

as with its counterpart Direct Mail, you need to ethically lead your prospective client to action, telling him what to do, when to do it, how, when, etc.

you can use telemarketing to find out why people don't buy from you to convert them

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Client's Marginal Net Worth

1. compute your average sale + your profit per sale
2. compute how much additional profit a client is worth to you by determining how many times he or she comes back
3. compute precisely what a client costs by dividing the marketing expenses by the # of clients it produces
4. compute the cost of a prospect the same way
5. compute how many sales you get for so many prospects
6. compute the marginal net worth of a client by subtracting the cost to produce the client from the profit you expect to earn from the client over the lifetime of his patronage

Break even today, break the bank tomorrow



most businesses generate a substantial amount of profit from clients who keep repurchasing, again + again

acquiring clients at a break even or a slight loss + making substantial profits on back end repurchasing is one of the most overlooked + underutilized methods of client growth + generation available to you

until you know exactly how much combined profit a client represents to your business for the life of that relationship, you can't determine how much time, effort, + expense you can afford to invest to acquire a client in the first place

many companies increase their clients + profits merely by shifting their focus from trying to make a huge profit on the acquisition of the client to making their real profit on all the repeat purchases that result from those new clients

the goal is to make the 1st purchase so much more appealing that people find it harder to say no than yes

give salespeople greater financial incentive to bring in new, first time clients can produce tremendous results in the right situation

to put your clients needs always ahead of your own

customer = a person who purchases a commodity or service

client = A person who is under the protection of another

customer vs. client

Always think of them as CLIENTS

think of your clients as dear, valued friends

the biggest mistake people make in business is that they fall in love with the wrong thing, they fall in love with their product, service, or company

you should believe passionately in your product, service, or company, BUT YOU SHOULD FALL IN LOVE WITH YOUR CLIENTS

CLIENTS

VENDORS

EMPLOYEES

TEAM MEMBERS

THE MORE VALUE YOU GIVE OTHERS, THE MORE VALUE YOU GENERATE

you need to recognize the impact you have on people's lives in the business you are conducting, what you render, and the way you render it, has changed their lives, + their families

on the phone
in person

treat them like a friend

it means thinking about the client as more than just a checkbook. it means seeing him or her as a valued business partner, someone whose well-being and success is directly tied to your own

in doing so you enrich your own life, the lives around you, your family, their family, employees, etc.

a successful business does not just start with just a great idea or product, rather it starts with a desire to provide a solution to another's problem

you must first identify what your client really needs, even if your client doesn't recognize what it is he needs

what your really selling is a solution to their problems

Strategy of Preeminence

Strategy of Preeminence

clients = employees, clients, suppliers



host-beneficiary relationships

utilizing existing goodwill + strong bonded relationships that other companies already have established with people who are prime prospects for your product or service

determine who in your marketing area is already selling to the clients you want to be reaching, and who has their trust, respect + goodwill

ask self: "who already has a strong relationship with people to whom I might be able to sell a noncompetitive but related product or service"

they would be selling something that either goes before, goes along with, or follows the product or service that you sell to people

all you have to do is contact those companies and make it easy + advantageous for them to refer their clients to you.

1. your product or service is absolutely noncompetitive to host's product or service
2. it's not going to take away or supplant any income or profits the host would ordinarily realize
3. it augments their profits
4. they don't have to lift a finger or spend a dime, if they do wish to participate, that's even better
5. you'll create all the marketing material - subject totally to their approval
6. you'll indemnify + hold them harmless - plus you'll unconditionally guarantee every item or service sold
7. the host company can have all orders and/or services routed through them for verification
8. point out it's purely bonus income for them

they can share in the profit, they can get so much per client, so much per prospect, lead, or inquiry, it could be a fix fee for doing it.

if you're the host, you make the easy money just for endorsing someone else

sometime the host company is apprehensive about entrusting you w/ their clients names. i always warrant personally in writing, under penalty of punitive damages, i will not make their names available to anyone else, or i won't use them for other than the express purpose

"how do i know it's not going to take away my clients?" we'll do a small test 1st + measure

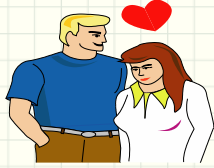
"i want control, i don't like you having control" we'll create the product +service your most comfortable with

how do i know i'll get paid you control the money, + i'll collect from you

objections

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love is better 2nd time around



over 80% of all lost clients didn't leave for an irreparable reason

you can instantly take action + get many, even most of the clients back

when they come back, they tend to become one of your best, most frequent, and most loyal client groups'

they also turn into your best single source of referrals

until + unless you first identify how many of your old clients are no longer actively dealing with your company, you can't begin to immediately improve on that figure

3 reasons people stop buying

something totally unrelated comes up. they intend to come back but never get around to it

they had a problem or unsatisfying last purchase experience with you

their situation has changed to the point where they no longer can benefit from whatever product or service you sell

1st. tell them the truth. they haven't been buying product or services from your firm for quite a while + you sense something is wrong

sincerely ask them "is anything wrong?" before they have a chance to answer add "have we done something wrong?, did we offend you? because if we did, it certainly wasn't intentional. is everything alright w/ your business, job, family, health, etc.?"

your point of focus should be on them

what do you say

the important point is to focus on is to do whatever it takes to make them happy and aware that their well being + satisfaction is of the utmost importance to you.

if the client definitely won't come back to you, thank him for helping you identify weakness in your service that you can fix or eliminate. and in doing so massively increase your future success

this attitude + approach is so dramatically different, unexpected, and impactful, it frequently turns the tide + breaks through to the lost client and actually wins him back

suspect vs. prospect

suspect= anyone who maybe, possibly, somehow could or might someday have the capacity to buy your service

prospect=someone who is qualified today

ads in magazines or newspapers, brochures or letters, telephone calls, radio or TV spots, should offer very specific qualifying propositions so that when they respond they're qualifying themselves

list is the most important

2 types

compiled= a categorical list of people who have similar things in common

direct response lists=include people who've actually responded to previous solicitation

GET YOUR HANDS ON A STANDARD RATE + DATA SERVICE DIRECTORY (\$400 PER YEAR) 1-800-851-SRDS

ask yourself "what other industry would normally be selling to my clients?"

call them and ask them if they would be willing to make their clients or prospects available to you

don't overlook the value of your own list

compile your own list

communicate + reward them frequently

whenever possible, also secure your clients E-mail address + permission to communicate information + offers of value + importance to him

Fish where the big fish are



i had a chiropractor client who targeted the 50 primary personal injury attorneys in his marketing area. each + every month, for the next year, we sent a letter to every one of those attorneys telling them about my client chiropractor + his areas of specialization + reporting on cases he worked on. within a matter of 9 months my client had picked up 15 of those 50 attorneys + his practice tripled



i consulted for a PT (physical therapist) who has built the 2nd most successful PT practice in CA. he did it by identifying the 1200 physicians + chiropractors in his marketing area who were most likely to have the kind of patients who would need physical therapy. we then took the prospect list + systematically mailed them, + called them., + mailed them, + called them over a period of a year. he picked up 400 of those 1200 physicians + chiropractors as referring clients

