

BONUS CHAPTER

written in conjunction with Paul Duncan

Millionaire Marketing



BONUS CHAPTER

written in conjunction with Paul Duncan

Millionaire Marketing

Does your marketing dominate?

Effective marketing generates money - lots of it.

How much marketing has been targeted to you over the last week?

Researchers estimate 117,000 images.

Do you remember 1,000 of them?

Do you remember 100?

How effective were they?

If perchance you remembered 1,000 of them: that is less than 1%. Are you happy with that? If not, what if you recalled 100, or fewer?

If the truth be told, the majority of people only recall three or four. What images do you recall? Now do the math.

This is scary beyond belief. Is this the reason your profits are low?

We are led to believe that all you need to do to build a successful business is create some type of attention-grabbing form of marketing and generate leads at will. Nothing could be further from the truth.

Most marketing money is dead money. If it's dead money when you spend it, what is the chance of it suddenly rising from the dead and positively reflecting in your figures at 30th June?

What if you learnt a proven step-by-step process for making your phone ring, herding prospects to your website and marketing your business successfully? What if it was so powerful and compelling, it would position you in the top 1% of all lead generation professionals today?

Effective marketing encourages money. It multiplies your business profit. Are you now asking ...

How do I strengthen my marketing message?

A marketing message is simply a statement or phrase that is used to communicate information about your business to others. A strong marketing message will do four things:

- speak to the prospects needs, wants or problems (hot buttons)
- offer a solution, advantage or benefit
- describe a point of difference
- motivate the prospect to take action

For example:

Domino's Pizza: You get fresh, hot pizza delivered to your door in 30 minutes or less – or it's free!

or

FedEx: When it absolutely, positively has to be there overnight!

Key areas describe the value or benefit that your product or service offers and your company's point of difference.

What makes you stand out from the competition?

To find out the strength of your marketing message, test it. Don't be afraid of making some mistakes – you need to get feedback!

Consistency and repetition are powerful persuasive tools used to reinforce your message over time. Ensuring your marketing message appears on all documents related to your business will build your brand image and your company's reputation.

How to generate more leads right now:

Do you know where your current leads are coming from?

Do you know how many leads you get on a daily, weekly, or by-campaign basis?

Do you know what your top lead-generation strategies are?

Every business needs a lead tracking and management system. Do you have one in place?

A lead tracking system needs to:

- record the leads that arrive by phone, in-store visit, and website visit
- track the source of each lead over specific time periods

- record important and relevant customer information
- be simple enough to be understood and easily used by all staff members

A lead management system needs to:

- track your leads through the sales plan or process
- increase customer communications or contact
- keep track of correspondences and follow-up requirements
- make it easier for you and your staff to close more sales

Once you're set up with a testing and measuring system to evaluate the success of your lead generation strategies, look for opportunities to juice up the strategies you're currently working with:

- use your new marketing message
- strengthen your offer
- refocus your marketing campaigns
- tap into low-cost advertising: look for some referral business

Above all, stop using strategies that don't work.

Creating marketing materials that work:

Marketing is an extension of you and your company. It's easy to have a desire to match your competition piece for piece; but when you're trying to stretch your marketing budget, focus on the materials you actually need.

When one brochure has the ability to eat your entire budget for marketing materials, you have to prioritise what's essential and what's just a "wish" or "want". Make sure your spending is on the items that are going to bring in the most return on investment.

Your marketing needs to communicate your message to your target market and motivate them to act. Do you really need a glossy brochure when black and white flyers will be just as effective? Think about this when making decisions about your marketing items.

Your marketing must:

- offer to take away pain or to give pleasure
- hit your target market's hot buttons
- bring up emotion
- be bold, dramatic, shocking or unbelievable
- answer the question, what's in it for the customer?
- have a call for action

Successful marketing, with a specific purpose, always:

- provides a benefit, meets a need or solves a problem
- targets an audience that wants or needs the benefit or solution
- offers a product that is closely tied to the benefit or solution
- clearly communicates the message and is easy to understand
- pays for itself by generating a high volume of sales traffic

**Communicate true value, or compete on price:
what do you prefer?**

Do you want to position your business as the expert in your industry?

Do you want to double your lead generation?

Do you want to sell a specific product or service?

Do you want to announce new products or services?

Your marketing must be aligned with your business growth or positioning goals and mapped out in a six-month or year-long strategy.

How do I maintain awareness of my prospects?

Do you know who your target market is?

Do you know who buys from you?

Have you found your target market?

Does your target market have:

- the need, want or desire?
- the financial ability to purchase your solution to that need, want or desire?
- the power to decide to purchase your product or service?
- the access to your business, through either a physical location, internet or catalogue?

Market research must be conducted regularly, regardless of how long you have been in business, or how well you know your target market. Trends shift, and environments are impacted by economic and political factors beyond your control.

Consider the following questions:

- Does my target market exist in a geographic area?
- Does my target market actually want what I'm selling?
- How does my target market want to purchase from me?
- Is my target market interested in my new product or service?
- How does my target market want me to communicate with them?
- Is my target market large enough in my local area to support my business?

Marketing is an investment, not an expense, you inject into the growth of your business. Money is used to "buy" customers, whose purchases then become your return on investment.

Businesses are established in response to market demand for a product or service

What if that demand slows or stops?

What do you do if demand slows or stops?

What happens when the competition sets up shop down the road with a "new and improved" version of your product?

How do you keep your offering fresh while growing and maintaining your client base?

What's the answer?

**Innovate your business and offer extraordinary value
by creating a market-dominating position.**

What is a market-dominating position?

A market dominating position is a value added customer perceived benefit, or a combination of benefits, that differentiates you from your competitors. It does so in a strong enough manner that it makes your business the logical choice in the minds of your prospects and customers.

Every choice you make when buying a product or a service represents a point of differentiation between one company and their competitors. When you create your own market dominating position, you will consistently get businesses and individuals to choose your business over your competitors.

Ask yourself: **do** I want more profit?

Of course you do! We can hear you say:

“What do I do?” and

“How do I do it?!”

Interrupt

Arrest your prospects' attention. Overcome their busyness and distraction with a leading headline! An interrupting headline is effective marketing in print ... it's what you say in the face of a prospect.

Take out your current marketing material.

Does it have a headline that captures your attention?

Does it speak to a reader's needs, wants or problems (hot buttons)?

Does it provide a solution to a problem?

What needs to change in order to motivate the reader's reaction?

You must get your qualified prospect to pay attention to your marketing. Simple enough to say, but a lot more difficult to pull off in real life unless you understand the core fundamentals of marketing. Headlines need to trigger an emotional response and motivate your reader to keep reading.

Engage

Engage the reader to enhance the best buying decision possible. It's critical to get in the reader's head to facilitate further interest and forthcoming information.

Prominent sub-headings induce power to take action and offer the solution to the problem in the leading headline.

Ask yourself the following question:

“What is the problem the reader has and does not want, and what is a solution they need but do not have?”

Educate

To wealth and prosperity, education is the key: it's a want that drives our addiction to learn more. From interruption and engagement, education is paramount to hit emotional hot buttons.

When we educate, we need to reveal the important and relevant information a reader needs to know before making a good decision, and that your business – and yours alone – provides it to them. Without education we are lost for answers to the questions we ask.

Interruption and engagement hit prospects' emotional hot buttons. Education is the logic they need to justify picking up the phone and calling you.

Offer

A compelling offer will help your prospect keep control of the final decision-making process. Eliminating risk will compound the sales

process and reinforce the buyer's desire to take action. A powerful offer is irresistible to your potential customers' emotional motivators. A powerful offer will feature an element of urgency or scarcity as a key motivator for action.

Get creative and communicate new and exciting offers for your potential clients on a regular basis.

Accepting the conversion equation is the strategic backbone of your marketing plan. It's the foundation you need to dominate your marketing position.

Do you want more leads? Of course you do!

Marketing today fails to address all these marketing secrets. They interrupt by throwing something at you like Tiger Woods. Then once they grab your attention, they make you an offer and ask you to "call now". If you overlook engagement and education, marketing seldom succeeds.

Can you recall the following ads?

- M&Ms: Melt in your mouth, not in your hands.
- Coca Cola: Things go better with Coke.

After hearing these thousands of times, of course you will remember them. Running ads over and over nonstop for an extended period of time will get results, but who has that budget?

Successful advertisements are those that have been designed with a clear purpose, and to a specific target audience.

What mistakes are made today in developing wealth in your business?

Entrepreneurs of today fail to get professional help. All professional athletes have a coach. Tiger Woods has many coaches guiding him in everything, from his golf game through to his financial investments.

Without professional monitoring your business is dead in its tracks and doomed to failure.

The right help is often frustrating, and can be costly. That's why you need to learn the conversion equation of interrupt, engage, educate and offer that will provide the marketing foundation to enable you to generate immediate cash flow. Use this information as a minimum standard when seeking out professional help for your business.

Knowing the fundamentals required to successfully market your business can out-market and outsell your competition and create a market-dominating position ... and attract as many new clients as your business can handle.

Now you can generate a million-dollar marketing campaign from your business cards to your company website. The financial results will be instantaneous.

The conversion equation contains the fundamental components you need to ensure your business is successful from this point forward. You can now

generate enough leads, cash flow and wealth from your business. This information has the power to help you generate millionaire marketing.

But only if you actually use it!
Information without application is worthless.

Paul Duncan