



THIS MONTH'S FEATURED ARTICLES:

Page 2: The 10 'Must Use' Business Growth Laws

Live your business life by these laws and you will increase sales and profits

Page 8: You don't always need a website to generate leads online

How you can still succeed online

Page 10: A system to help your business grow

Check out our business growth system, a great tool for you and your business

THE 10 'MUST USE' BUSINESS GROWTH LAWS - part 1

If you're not already doing 85% of these things you're missing a huge opportunity to grow your business.

This issue is dedicated to explaining the '10 Business Growth Laws' you can use them to make a difference today.

These have been developed over an 18 year period, ideally suited for small to medium-sized businesses. If you're looking to grow your business these laws will make a huge difference to you very quickly.

LET'S GET STARTED
WITH LAW #1..

**TURN OVER THE
PAGE NOW...**



LAW#1

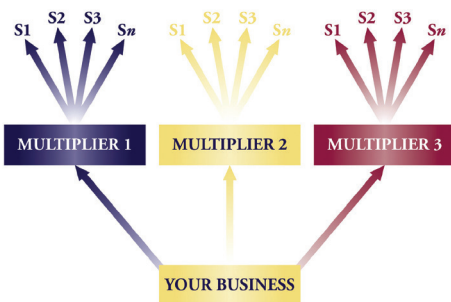
The 10 Must Use
BUSINESS
GROWTH
LAWS

ALWAYS USE MULTIPLE MARKETING STRATEGIES ACROSS ALL 3 BUSINESS MULTIPLIERS

In order to grow your business successfully and quickly, you must use all three Business Multipliers and use multiple strategies (Marketing Assets, Tactics and Marketing Pieces) across each of them.

Typically, traditional small and medium-sized business marketing techniques rely heavily on lead generation. And as a result, a business is 66% less effective than it could be using all three Business Multipliers.

The key therefore is to use multiple marketing strategies across three Business Multipliers (see diagram below).



You see, one of the great lessons we've learnt over the years is to apply multiple marketing strategies across the three Business Multipliers. Here's why this is so important:

- If one or two of the business's strategies all of a sudden stop working, yes it's painful, but it doesn't stop the growth and development of the business.

For example, a few years ago in the USA, a law was passed that prevented the use of unsolicited faxing (in the UK it's still okay but there are fax laws in place). There were many companies who used fax advertising as their sole lead generation strategy. The result? Many of them were wiped out literally overnight because they didn't have other strategies backing up their primary source.

- Using multiple strategies adds stability to your business.

- Each marketing strategy should be viewed as an income stream (you shouldn't be doing it if it doesn't make the business money, either short-term or long-term), therefore when you add another marketing strategy to the business, you're creating another income stream.
- You make the business immune to outside forces beyond your control, such as new competitors entering the market and the state of the economy!
- People are creatures of habit and they'll happily respond to certain marketing strategies (ie. Magazine ads) and not to others (ie. Sales letters) – even if the message is exactly the same.

Therefore, the more strategies you use, the greater the effectiveness – because you are offering multiple ways of responding or buying!



LAW#2

The 10 Must Use
BUSINESS
GROWTH
LAWS

ALWAYS USE DIRECT RESPONSE TECHNIQUES FOR ALL MEDIA & MARKETING PIECES

99% of people use what's known as institutionalised marketing as opposed to direct response marketing techniques.

Institutionalised marketing is marketing that doesn't ask for a direct and instant response. It is characterised by marketing pieces (particularly advertising) that have...

- The company name as the headline at the top of the media piece...
- Very little copy in the marketing piece...
- A list of products or services provided by the company...
- Lots of white space...
- Lovely pictures or images with no direct relationship to the product or service sold...
- No incentive to call now...etc.

You must stop marketing like this right now. Your marketing might be working okay and look pretty, but in reality you are losing thousands (you should be making much more money!)

Institutional or image marketing is fine if all you want to do is promote the image of your company, your products, or the services you offer. But image itself doesn't generate sales!

And when you consider the fact that people don't really care about a business, or what the business sells – image or institutional marketing is a complete waste of money, unless you've got money to burn like some of the largest companies in the world.

Always remember this...

People don't buy products or services – they buy the result. They buy 'What's in it for me?' They buy a solution to their problem(s).

What would you prefer?

Marketing that generates sales almost immediately (direct response), or marketing that builds name awareness or the 'brand' (institutionalised) – in the hope that sometime in the future someone who wants the product or service remembers the media piece and may or may not decide to buy from you?

We guarantee that as soon as you start writing direct-response adverts (i.e. those characterised by powerful headlines, large amount of copy written in a very personal style, a reason to call now, a free bonus for calling – special report, etc. etc.) you'll increase your responses and sales many times over. And your profits will skyrocket!



LAW#3

The 10 Must Use
BUSINESS
GROWTH
LAWS

ALWAYS HAVE AN OFFER OR OFFERS

The offer is the most important part of your Media Piece. So how does it work? The offer is what prospects get when they respond to your Media Piece, combined with what they have to do to get it.

The offer is your attempt to get the prospect to stop in their tracks and take action NOW! So your offer is the inducement to get this response.

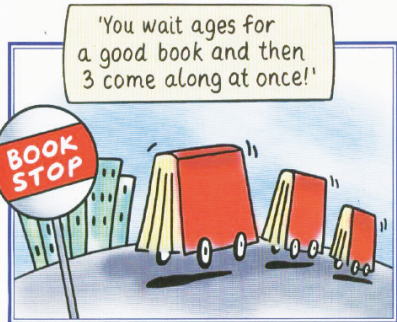
Because your offer is the most powerful part of your communication, you should start your copy with it and then follow up with details.

For your Marketing Pieces to have the desired effect on prospects and customers, you only ever want to create 'irresistible offers'.

Using 'irresistible offers' is an ethical way to 'buy' the customer's business.

Maxwell Sackheim (an American marketing genius) was one of the first to introduce 'irresistible offers' (or 'loss leaders') when he created 'The Book Club'.

Many book clubs have since copied this approach since, but you can apply it to your business too.



3 books. £3.
**And absolutely, positively
no commitment!**

Plus FREE document case

**Plus bonus books
- see inside**

The example to the left is a similar offer which is equally impressive. In many ways this offer is even better than the original because it involves "...absolutely, positively no commitment"

Can you see how this is so enticing to potential customers? If you're thinking of joining any book club, you'd be foolish not to give this a try - wouldn't you agree?

You know when you have created the perfect irresistible offer when you get an avalanche of new customers!



Before we move on, let's highlight one of the greatest mistakes businesses make... which is to base all their results on the first sale.

Here's what we mean...

Let's say, on the first sale, a new customer pays you £1,000. Your gross margin after delivering the product or service is 50%, so you make £500 per new customer.

However, it costs you £600 to generate this one customer (the cost of advertising) so you actually made a loss of £100.

Based on these assumptions, you'd conclude that this approach was not profitable and you'd no doubt cease using it.

That's how 99% of business people evaluate their success – based on the first transaction or sale.

Do you think book clubs view their customers like this?

Now, in most businesses, the customer keeps coming back for more. And even if you sell a 'one-off' product or service, you can or should get referrals from customers.

This means the customer is worth much more to you than the amount generated on the first transaction. This, in effect, is what's known as Lifetime Customer Value. Quite simply, Lifetime Customer Value is the total profit an average customer generates during the lifetime of the relationship.

Three Great Irresistible Offers Which Always Work For Any Business Are...

- **FREE Trials of the product or service (the best offer)**
- **FREE Special Reports (another favourite of ours)**
- **FREE Additional Products / Services**

Now to you, these offers may not seem 'irresistible'. That's because you're too attached to the business.

The key is to think...

"What can I offer prospects that they simply can't refuse?"

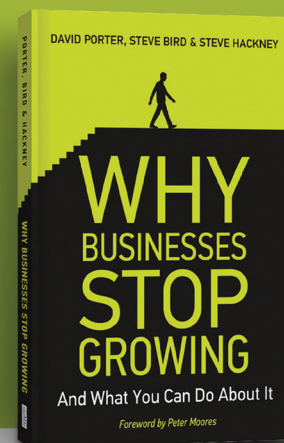
The book every business owner **needs**.

Want your own **FREE** copy?

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LAW#4

The 10 Must Use
**BUSINESS
GROWTH
LAWS**

ALWAYS GIVE A REASON TO RESPOND NOW

Look at all your existing Marketing Pieces and ask yourself this simple question: "Am I giving the prospect or customer a reason to respond right now?" If the answer is "No" (which we suspect it will be), then you need to create a 'stimulus' that ethically forces the prospect or customer to respond NOW.

This is easily done by using any of the following (or a combination)...

- Limited availability of your offer
- Offer extra discounts for fast response, penalties for slow response
- Say you have limited quantities on offer
- Give a reward, premium or bonus for a quick reply
- Mention what they'll gain from acting now
- State what they could lose through delay





LAW#5

The 10 Must Use
**BUSINESS
GROWTH
LAWS**

TO GET THE SALE NOW

We discussed this earlier when we talked about 'Direct Response Marketing'. Remember your primary objective as the owner of a small or medium sized business is this...

From this day forward, you will never create or use a Media Piece that is about your company.

That means your company name is NEVER in lights at the top of an ad or in a sales letter.

It means all you ever do is give your target market and your customers an offer to do something now.

So your brand will never, ever be your primary concern – however, a welcome by-product of Direct Response Marketing is that the more stuff you sell, the more the brand grows!

MAKE SURE
YOU READ
NEXT MONTH
FOR THE FINAL
INSTALLMENT...



THE 10 'MUST USE'
**BUSINESS
GROWTH
LAWS**

Part 2



NO WEBSITE, NO PROBLEM

"You Don't Need A Website To Generate Leads Or Enquiries Online"

When it comes to the 'buyers guide' concept, you can produce it in other formats. For example, to point out the problems or mistakes to avoid in a particular area, you could use an interview.

This is especially powerful if you are marketing expert services, as this does wonders for your positioning as a leader in your space. It also does a great job of getting your prospect to connect with you before you've even met them.

So now we have our buyer's guide offer, the next step is to send people to our website to download it.

HOLD ON. NO, DON'T DO THAT!

Why not? Isn't that the place we go to sell our wares online?

Well, I'm going to let you into a secret. I don't know any internet marketer making a ton of money online who actually has a website. That's right, they haven't got one! Not the type of website you're thinking about, anyway.

Instead, they have a strategically sequenced set of individual pages which you see one at a time. And the first page in that sequence is called a lead capture page or a 'squeeze' page. The reason it's called a 'squeeze' page is that its only purpose is to 'squeeze' the name and email address (at the very least) out of the visitor.

Below is an example of a squeeze page that has just under a 40% opt-in rate. Let's go through the key components of the page below and understand why the page is laid out as it is...

Looking For Ways To Get More Clients?

"Discover The 'Client Getting' Secret That Works Like A Charm, Costs Nothing And Can Be Installed Into Your Business Today..."

You Can Steal This FREE Training Video Right Now...

- The video reveals exactly how your prospect thinks before they make a buying decision
- You'll learn exactly why you should never sell your service and what you should promote in it's place
- You'll be given a simple step by step system to follow

Some people think that you've got to sell your socks off, chase people down every day and leave voicemail messages everywhere if you want to get new clients.

But the reality is there's a much smarter way to do business if you're selling high priced services and consulting.

The secret revealed in this video will allow you to out perform your local competitors without needing to sell. In fact if you apply the lessons in this video you'll attract more clients with less cost and effort than you ever did previously.

The video has been specially designed to change the way you think towards promoting your business and reflects a proven system that I follow to help my own clients build their high priced service businesses.

So if you want to work smart and not hard and build your business using a 'no-selling' system, just enter your email address in the field to the right...

Talk soon,

Grant Eagle

Here's How Your Client Thinks...

FREE Instant Access Instructions

Enter your email address in the form below for instant access to the "Client Getting Secret" training video plus you'll get bonus training videos not available anywhere else over the next few days...

Name:

Email:

FREE Instant Access

**Please double-check that your email address is correct or you won't be able to get all the free training material.

Privacy Policy:
I take your privacy very seriously - your information is NEVER shared with any third party

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“The headline is the most important part of the page. As you may have heard people say it’s the ‘ad for the ad’.”

The Pre Headline

This is the first thing the visitor sees at the top left of the page. The purpose of the ‘pre-head’ is to filter and sort visitors. In other words, the ‘pre-head’ says “Are you the type of person that’s right for this page?” If they are, they become highly tuned into the next part of your page, the ‘headline’.

Headline

The headline is the most important part of the page. As you may have heard people say it’s the ‘ad for the ad’.

The Sub Headline

This leads the reader into the next part of the page and explains another benefit. In the case of the example, the benefit is the immediate access to the video.

The Benefit Bullets

Next on your page, directly underneath your sub headline, is a set of bullets which tell the visitor what they can expect from the offer you are making. These bullets should not be statements of what you do or how something works. Their only purpose is to tell the visitor what they’re going to get the moment they share their details and opt in.

A Magnetic Image

As you can see, we bring our offer to life with a geographical representation of what the visitor can expect to receive once they’ve opted in.

Signpost Or Highlight The Opt-In

Directly beneath your ‘magnetic image’ you want to signpost or highlight where you want your visitor to go. You want to draw their eyes to the place where you want them to give up their name and email address – the opt-in box. You can do this by using arrows or by highlighting the opt-in box by drawing a circle around it.

Opt-In Instructions

You then want to give simple instructions with a headline that tells the visitor exactly what they need to do to get their hands on your offer. This is a very important step. This headline and text should be immediately above your opt-in box.

You want to be crystal clear about what they need to do and you want to sum up what they will receive when they take the appropriate action.

The Opt-In Button

The button should contain text that motivates the visitor to click on it. So having text that says ‘submit’ is not what you’re looking for. This is not an admin form! Instead, text such as “FREE Instant Access” is proven to work extremely well.

Company and Legal Details

Lastly, you need to make sure you add your company details, along with any legal terms and disclaimers relating to your offer, at the bottom of the page.

I hope you can now see why you don’t need a website to generate leads online.





THE BUSINESS GROWTH SYSTEM

A tool for all your marketing needs.

OVERVIEW:

The "Business Growth System" has been developed in the UK and has helped thousands of businesses in over 250 different industries to get more customers and increase sales.

KEY FEATURES:

1. Quick to implement
2. Most of the strategies are low cost or free to apply
3. Each strategy comes in a format with video tutorials, step-by-step instructions, examples and templates.
4. The system, when applied properly, WILL generate more customers, sales & profits



CONTACT US TODAY TO START YOUR FREE TRIAL