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THE ULTIMATE BUSINESS OWNERS GUIDE TO  
**ACQUIRING NEW CLIENTS**

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TRAINING  
MASTERY<sup>3</sup>

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# REFERRALS AND WORD OF MOUTH



By the end of 2014, out of all the effective marketing tools, referrals still rank #1! People are 4 times more likely to buy when referred by someone they know and trust, wouldn't you like your sales process to be 400% more effective? 83% of consumers are willing to refer after a positive experience—yet **only 29%** actually do. If you captured 54% more referrals how would that impact your business? Heck...are you even getting 29% to refer? Imagine, if you implemented a more systematic referral process; you would increase the number of qualified clients coming through your doors.

We paid thousands of dollars to learn 96 methods for maximizing referrals, yet masterfully, by implementing just one of these, exploded our business.

**Take one action now:** Systemize your referral process and commit to instituting at least one new referral method a month and see your profits soar!



# EMAIL MARKETING

Email is here to stay. Email marketing is 4 times more effective at acquiring customers than all social media sites **combined**, and clients attracted by email are **12% more viable** than the average customer. Have you mastered an automatic email marketing strategy that captures the attention of your best clients? If not, you are leaving lots of money on the table.

Email is often one of the first steps in the buyer's journey, providing brand awareness and drawing people to a company's website or social media. It's cost-effective and **it works**.



# ONLINE/CONTENT MARKETING

Adopt a video strategy! According to Cisco, by 2017, video will account for 69% of all consumer Internet traffic with video-on-demand traffic tripling. For your email marketing, adding video also increases click through rates by an average of 11%. Integrate video into your email and capture that additional 11% with little effort. In an age of information overload, videos are naturally engaging and easy to digest.

As for content overall, website conversion rates are nearly 6 times higher for content marketing adopters than non-adopters. If you haven't perfected your online marketing content, do it now.



# SOCIAL MEDIA

While email is proven to generate better results, overall, than social media – let's not downplay the effect that social media has in brand awareness. It is an important part of a successful integrated strategy. 92% of marketers have increased their exposure through social media and 80% experienced positive results with traffic. Over 95% of businesses gained exposure even with as little as 6 hours a week allocated within a year, to social media. The largest and most successful platform used for social media is Facebook outpacing the next platform by 70%!

79% of Marketers also say that social media is the most effective online channel for B2B. It's not just for consumers anymore.



## BELLY-TO-BELLY

Even with the mass onslaught of marketers focused on online marketing, the most effective means of converting a prospect to a client is belly-to-belly. Events and tradeshows provide a great avenue to get belly-to-belly with your prospects and technology allows you to create a “belly to belly” interaction virtually through webinars, video teleconference calls, and Skype.

70% of communication is non-verbal. One of the fastest ways to build rapport (they like, trust and respect you) is to build trust by showing yourself and connecting “in person”. No matter how logical a decision may be, most people buy from a place in their heart...from an emotional place. There is no better way to connect than face-to-face.



# ONLINE ADVERTISING AND RETARGETING

As far as just doing online advertising...well, we aren't huge fans of it. Only 8% of Internet users account for 85% of clicks on display ads, but hang on...it plays an important role.

Enter "Retargeting". If you convert 2% of your online shoppers on the first visit, retargeting helps bring back the other 98%. Retargeting works by keeping track of people who visit your site and displaying your retargeting ads to them as they visit other sites online. Every time your customer sees your retargeting ads, your brand gains traction and more recognition.





## OFFLINE AND ONLINE NETWORKING

Eck! Doesn't the word "networking" conjure up feelings of sterile, back room hotel rooms standing around with uncomfortable, hopefuls asking "what do you do?" with a business card in their hand? Believe it or not, networking remains top in the 3rd in marketing effectiveness.

Networking doesn't have to be at a chamber of commerce anymore. You can do some of your best networking at events and seminars. Every time I attend an event, I'm dedicated to meeting a ton of people and I ALWAYS make money...not to mention the amazing connections.

With so many online media's, the online world is your networking oyster – and you never have to leave your house! Imagine making a commitment to just one new connection a day via Facebook, LinkedIn, a blog, etc and, before you know it, landing a dream client or opportunity!



**TAKE ACTION NOW!**

I am glad and excited you downloaded the Ultimate Business Users Guide on how to get a consistent flow of new clients. Over the last 15 years and having intimate dialogues with over 22K entrepreneurs from over 24 different countries, I consistently asked them the same question, “What is your single greatest challenge to getting your business to where you really, really want it to be?”

You know what?

Time and time again, getting new clients was always at the top.

They have turned to me to help them double their sales in 12 months to grow quicker, faster and easier. That’s not just something I teach others to do. I have also done that internally with my business partners such as Chet Holmes, Tony Robbins, Robert Allen – some of the greatest business titans in the world.

Here’s what I invite you do. Let’s have a private dialogue – a quick chat – in as little as 7 minutes to find you a business breakthrough.

**SCHEDULE YOUR BUSINESS BREAKTHROUGH NOW**

**DISCOVER HOW TO GROW 2X, EVEN 10X FASTER!**

In our chat, I will find you a distinction...something specific in your business that can you help grow faster than you ever thought possible.

I suspect you hate wasting time and I sure as heck don't like wasting mine, I will be really clear – you will be able to get that breakthrough in 7 minutes or you can just hang up. But that won't happen – that never happens.

I commit to you in that quick dialogue I am going to find a way that is going to help you overcome a challenge that maybe you have had your entire business career.

That may sound slightly audacious, but this is why I am here, this is what I am designed for... I have been forged for this exact moment. So I am excited to speak with you.

I commit that I will treat you well and serve you properly.

**CLICK HERE NOW FOR YOUR 7-MINUTE BREAKTHROUGH**